



Town of Knightdale

Citizen Survey Report

Conducted May and June 2010

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Town of Knightdale

Citizen Survey Report

Purpose and Scope:

Survey research represents one method of collecting important opinion information from your citizens and property owners. Properly conducted survey research helps convert citizen opinion information into clear “messages” to you about what they expect from you and believe about you as a supplier of services.

The purposes of this survey might be summarized as follows:

- ◆ Measure how satisfied citizens are with the various Town services offered in Knightdale.
- ◆ Establish a baseline of citizens’ customer satisfaction with regard to various Town services.
- ◆ Learn about the top priorities of citizens.
- ◆ Learn more about why people live in Knightdale.

The ability of survey results to assist you in decision making can be enhanced by looking at the survey data from different perspectives or ‘views’. Each view contributes to a more complete understanding of the true opinions underlying people’s responses to the survey questions. Looking at multiple views is part of the process of transforming relatively meaningless ‘data’ into useful ‘information’ and hopefully even into ‘insight’. Consequently, the results presented in this report are presented in various levels of detail in order to provide you with different views of the data. For example, in some cases the results summarize the opinions of *all* of the people who responded to the survey taken together. In other cases, the survey data is segmented into *groups* of respondents who differ from one another along one or more dimensions (*See Table Below*). This segmentation of the data enables you to determine if different groups of people answered questions differently based on these questions:

➤	In the past 12 months, have you paid any bills at Town Hall?
➤	Do you have children under age 18 at home?
➤	How long have you lived in Knightdale?
➤	Your age range:

In this report, we will refer to respondents, citizens and customers interchangeably.

Survey Description:

The survey is divided into three principle parts:

- 1. Background Questions**
- 2. Citizen Opinion Statements and Priority Questions**
- 3. Open Ended Questions.**

1. Background information was collected to understand what types of people responded to the survey. This information enables important differences in people's responses to be examined based on these questions:

➤ In the past 12 months, have you paid any bills at Town Hall?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
➤ Do you have children under age 18 living in your home?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
➤ How long have you lived in Knightdale?	<input type="checkbox"/> Less than 5 yr. <input type="checkbox"/> 5-19 yr. <input type="checkbox"/> 20 yr. or more	
➤ Your age range:	<input type="checkbox"/> Under 30 <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49	<input type="checkbox"/> 50-64 <input type="checkbox"/> 65+

2. Several categories of questions and statements were included in the survey to provide a wide array of respondents' opinions. These categories include:
 - General Items
 - Fire Dept
 - Solid Waste Collection
 - Parks & Recreation
 - Public Safety
 - Other Items
 - Knightdale Communication
3. Written Comments were also captured. Comments provide an opportunity for respondents to reveal information of importance that was not specifically asked for in the survey. They also lend value to the interpretation of ratings by providing a better sense of context or supportive evidence that enriches the interpretation.

Survey Construction:

Care has been taken in the construction of this survey to help ensure citizen opinion information is gathered in an appropriate manner. In particular, the following characteristics of surveys, which are known to influence the accuracy of the information received, were considered during construction. These include:

1. WORDING OF STATEMENTS	<ul style="list-style-type: none">◆ Statements are kept brief to reduce the amount of reading required.◆ Statements are reviewed for ambiguity to ensure they convey only one meaning where possible.◆ Statements are designed to be neutral or slightly positive.◆ Each statement ideally covers only one idea to be rated.
2. STATEMENT ORDER	<ul style="list-style-type: none">◆ When possible, statements are put in order from the most general to the most specific. This is done to avoid raising specific issues early that may positively or negatively influence responses on more general statements that follow.◆ Statements are grouped with other statements into similar categories.◆ More emotionally charged statements to be rated are generally placed toward the end of a category, or the end of the survey since they can influence ratings on other less emotionally charged issues.
3. INSTRUCTIONS	<ul style="list-style-type: none">◆ Instructions provided at the beginning of the survey clearly indicate the purpose for the survey. The instructions also assure respondents that confidentiality will be preserved, and described when and how to return the survey.
4. RATING SCALE	<ul style="list-style-type: none">◆ A 7 point scale is used for rating purposes. This type of scale supports a multitude of parametric statistical tests that are most useful in evaluating and prioritizing the strengths and areas for improvement.

◆ *A copy of the survey used is presented at the end of the report.*

Survey Distribution:

Approximately 1545 surveys were mailed to customers via first class US Mail, using live stamps. The surveys were mailed by Insight Research, Inc. Several dozen undeliverable surveys were returned to the Town by the USPS. The surveys were returned anonymously by respondents using 1st Class Business Reply Mail envelopes.

A cover letter was included with the survey. The letter included:

- ◆ The reason for the survey
- ◆ How and when to complete the survey
- ◆ Guarantee of anonymity by using an independent research firm

A reminder postcard was mailed to each survey recipient about a week after the survey was distributed.

Background Questions (About You):

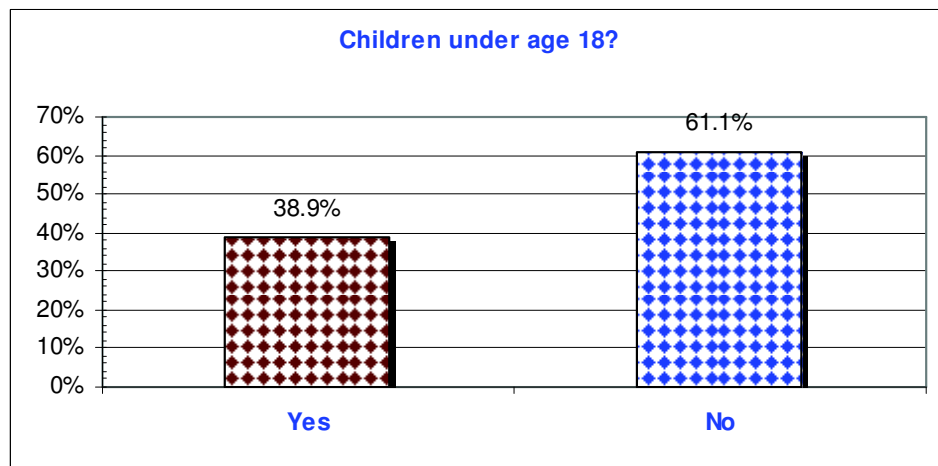
Overall Response:

Of approximately 1475 surveys delivered, 373 surveys were completed in time to be used in this report. This is a response rate of about 25%. This is a good response since surveys of this type most often have response rates between 15 and 30%.

Please note: Not every respondent answers every question.

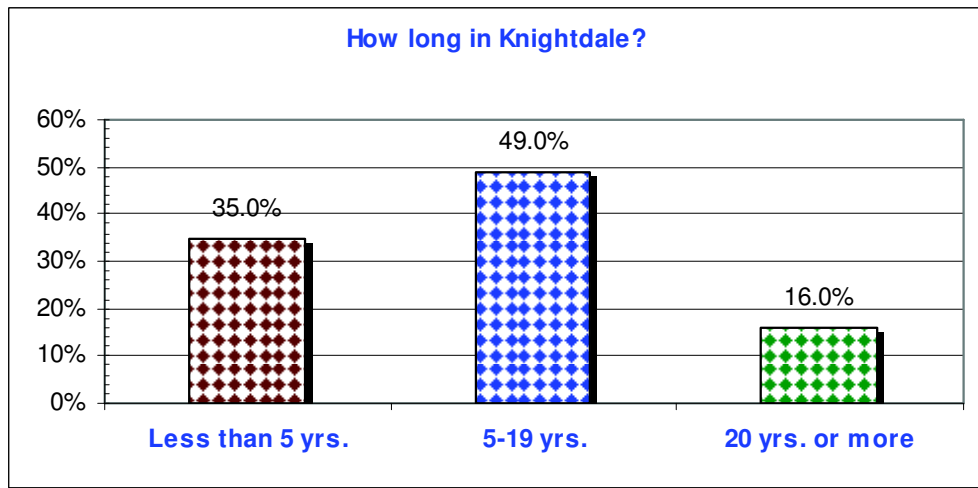
42. Do you have children under age 18 living in your home?

Children under age 18?	Count	Percent of Responses
Yes	143	38.9%
No	225	61.1%
Totals	368	100.0%



43. Have long have you lived in the Knightdale area?

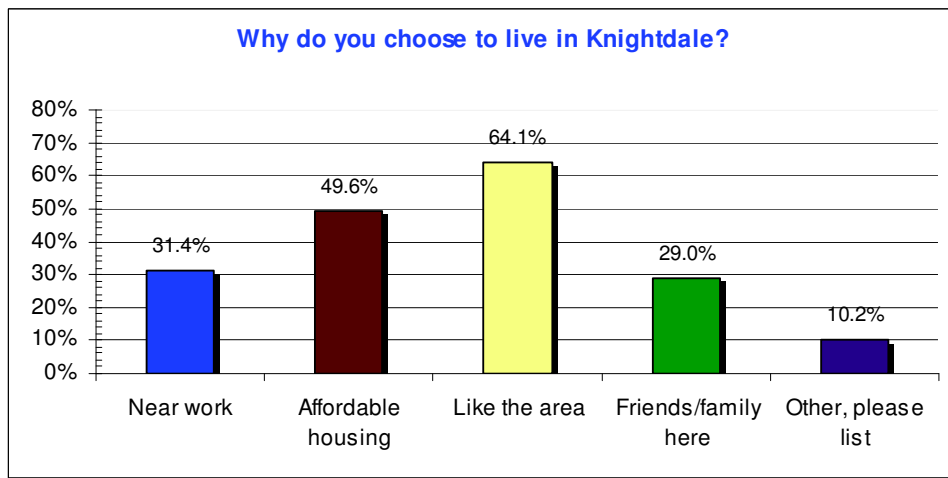
How long in Knightdale?	Count	Percent of Responses
Less than 5 yrs.	127	35.0%
5-19 yrs.	178	49.0%
20 yrs. or more	58	16.0%
Totals	363	100.0%



44. Why do you choose to live in Knightdale?

- ☐ Near work ☐ Like the area ☐ Other, please list
☐ Affordable housing ☐ Friends/family here

Why do you choose to live in Knightdale?	Count	Percent of Respondents
Near work	117	31.4%
Affordable housing	185	49.6%
Like the area	239	64.1%
Friends/family here	108	29.0%
Other, please list	38	10.2%

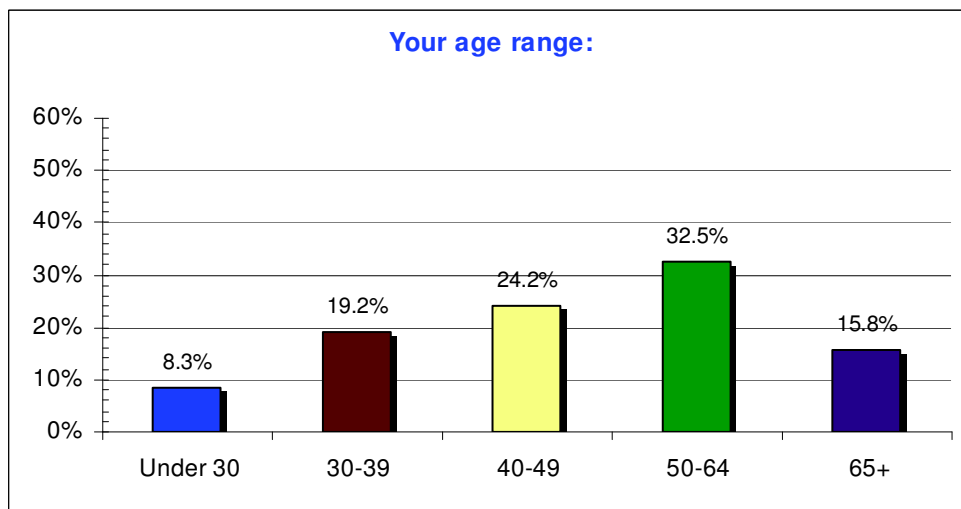


44 Other, please list comments	
540	It's home.
540 & shopping.	Jobs.
Attractive. Shopping.	Johnny Watson house - excellent builder.
Cheap housing.	Large lots.
Close to Raleigh.	Lost my job in Virginia.
Convenience to all parts of Raleigh/Durham.	Low crime.
Convenience to shopping.	My husband owns land here.
Country feel.	Near my church.
Expansion & growth.	Near Raleigh.
Family environment.	Nice.
Family.	Peace & quiet.
First city I found near Raleigh when we relocated from Michigan in June 2008.	Quiet!
Good neighborhood (Planters Walk).	Quiet!
Good schools.	Raise family.
Growth.	Safe neighborhood.
Has everything I need.	Shopping (food & clothes) at 540.
I have 2 jobs here.	Shopping convenience.
I-540 accessibility.	Townhouse I could afford.
It is home.	Trees.
It's home.	

45. Your age range:

☐ Under 30 ☐ 30-39 ☐ 40-49 ☐ 50-64 ☐ 65+

Your age range:	Count	Percent of Responses
Under 30	30	8.3%
30-39	69	19.2%
40-49	87	24.2%
50-64	117	32.5%
65+	57	15.8%
Totals	360	100.0%



Opinion Statements & Questions

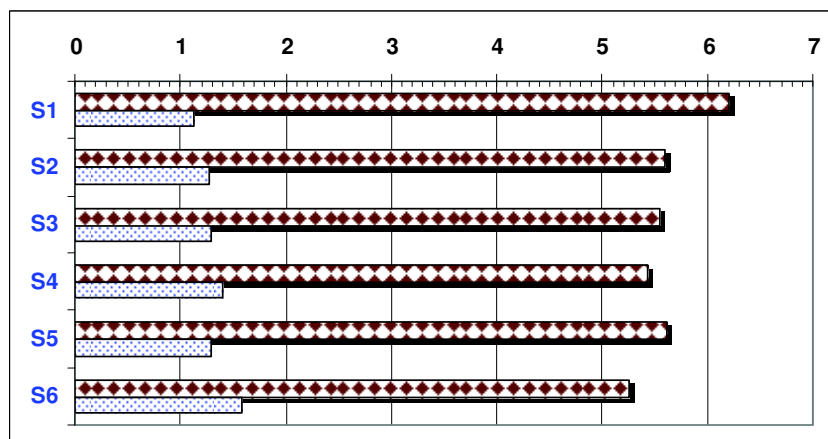
The 7-Point Ratings

This section provides information about the results for each statement on the survey that was rated on the 7-point scale. Both a table and graph of the results are provided for each category of statements.

TABLE DESCRIPTION: The following information is included in the Tables:

Valid N	♦ Refers to the 'Number' of people responding to the statement.
Mean	♦ Refers to the 'Average' rating received from all respondents who rated the statement.
Median	♦ Refers to the 'Middlemost' score in a list of rank-ordered scores, above and below which 50% of the scores lie.
Standard Deviation	♦ Refers to a measure of the amount of variability there is in the responses above and below the average. For example, a smaller standard deviation indicates less variability, and thus more agreement among respondents than a larger standard deviation indicates. (See Appendix B for more detailed description of the Standard Deviation).

GRAPH DESCRIPTION: A graph of the *average ratings* for each statement is presented in the form of long horizontal bars to assist in identifying patterns of importance. The shorter bars represent each item's *standard deviation*.







Interpreting the 7-Point Ratings

Two questions often asked in survey research are; “What is a good score, and how do I know where my real areas for improvement are?” Although every organization is different, a general theme in the opinion research literature indicates that “good” is not always “good enough”. That is to say, although an average rating of a ‘4’ on a 7-point scale may be perceived to be a “neutral” or even a “good” rating, it actually takes a much higher average rating to increase the likelihood that people are satisfied. Consequently, it is good practice to aim for the highest average possible.

At Insight Research, Inc., we have found it useful to suggest a target average of 5.5 or better for *satisfaction* statements for most industries. Scores lower below the target do not necessarily indicate a problem, but should be considered as areas for potential improvement that are worthy of attention. For local governments, however, achieving an overall satisfaction rating of 5.5 is often difficult; most average closer to 5.2. One reason for this difficulty might be that unlike most organizations in the private sector, a government usually keeps (rather than loses) most of their “unhappy customers”.

In addition, as mentioned earlier, low standard deviations reflect more agreement among respondents. As a result, it is most desirable to have a high “average” rating and a low “standard deviation”. This would indicate that most people agree that the rating should be high. A good rule of thumb suggests that standard deviations of 1.2 or less are desirable. The following diagram illustrates the relationship between the “average” and “standard deviation” with blocks 1 to 4 reflecting “Least Desirable” to “Most Desirable” in that order.

		1	2	3	4
					
		1	2	3	4
Average	➔	Low	Low	High	High
Std. Dev.	➔	Low	High	High	Low

Section 1: General Items

Please focus on the **Mean (Average)** for each item. This table shows us that respondents are generally like living in Knightdale and are satisfied with the services offered by the Town of Knightdale. Yes, as always, there are opportunities for improvement.

As you read through the report, keep in mind that **Statement 2** is a very important reflector of customer satisfaction. This item is a general item *to which* more specific items contribute and to some extent sets a trend for the remainder of the ratings. (Knightdale received a strong rating for **S2**.)

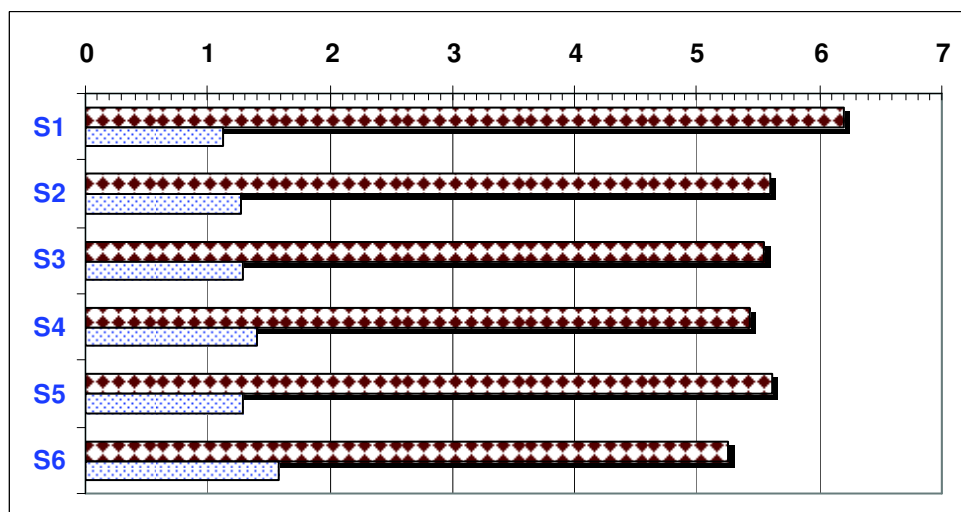
Median refers to the 'middlemost' score in a list of *rank-ordered* scores. For example, **S2** has a median of 6.0. This tells us that at least half of the respondents gave an answer of '6' or higher and half of them gave us an answer of '6' or lower. (See Distributions of Ratings, later in this report)

Statement 1 was rated very highly, one of the highest we have seen for this specific question.

The lowest rated item in this section was **S6** (telephone calls handled efficiently), which may offer an opportunity for improvement.

The **standard deviations** indicate a fairly high amount of variability in the answers. Ideally, you would want lower standard deviations, since this would mean more consistency in the ratings. Later in this report, we hope to uncover where some of these differences of opinion lie.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S1	Overall, I enjoy living in the Knightdale area.	372	6.20	7.0	1.12
S2	In general, Knightdale is an attractive town.	373	5.60	6.0	1.28
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.	365	5.55	6.0	1.30
S4	The Town of Knightdale is easy to do business with.	318	5.43	6.0	1.41
S5	In general, Town's employees are professional in their work.	324	5.61	6.0	1.30
S6	Telephone calls to Town Hall are handled efficiently.	278	5.26	6.0	1.59

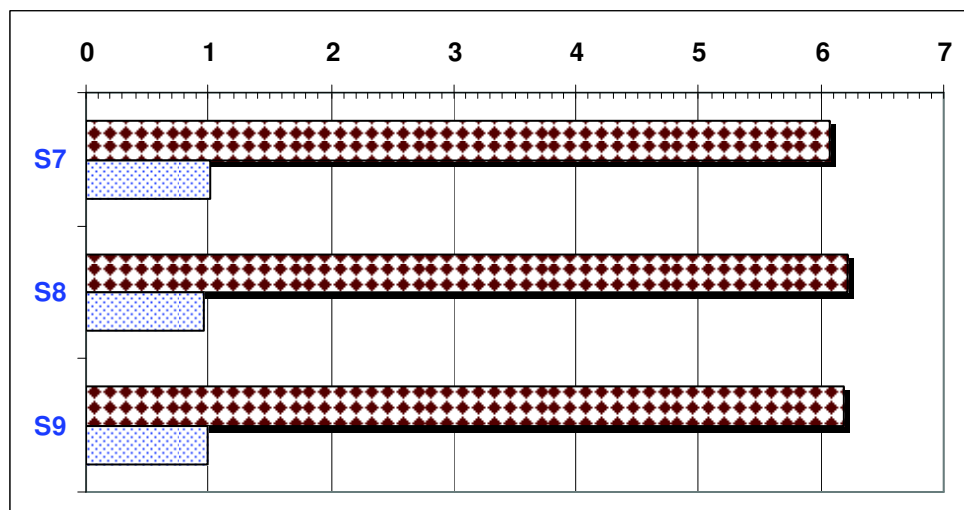


Section 2: Fire Dept:

This department received some of the highest ratings on the survey. Although these departments typically receive good results on Town-wide surveys, they should still be commended. In fact, **Statement 8** was the highest rated item on the survey. In light of these very good results, it should be remembered that most citizens probably have not had a recent encounter with this department.

Some comments at the end might provide some ideas for improvement.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S7	The Knightdale Fire Department is well equipped.	256	6.07	6.0	1.02
S8	The Knightdale Fire Department is quick to respond.	256	6.22	6.0	0.96
S9	The Knightdale Fire Department responders are professional in their actions.	252	6.19	6.0	0.99



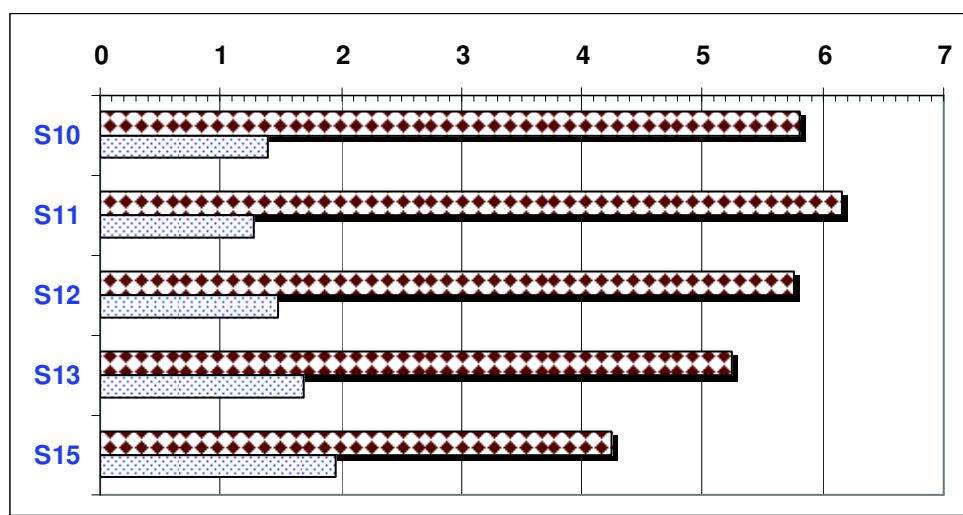
Section 3: Solid Waste Collection

Overall satisfaction with garbage pickup is good. Respondents also think that garbage is being picked up on the correct day and that the collection area is being left clean.

The standard deviations here are a bit high, indicating that answers are not quite as consistent as one would hope for (See Distributions of Ratings, later in this report).

One area to focus on might be **S15**, the Town's Yard Waste pickup sticker program. We have further information on this program below.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).	357	5.80	6.0	1.40
S11	My garbage is picked up on the correct day.	355	6.15	7.0	1.28
S12	The garbage collection employees leave the collection area clean.	350	5.76	6.0	1.47
S13	I am satisfied with the Town's leaf / yard waste pickup service.	284	5.24	6.0	1.70
S15	I am satisfied with the Town's Yard Waste pickup sticker program.	164	4.25	4.0	1.96



Q14: Does your family use the Yard Waste pickup sticker program?

☐ Yes

☐ No

☐ Not sure

Use sticker program?	Count	Percent of Responses
Yes	110	32.3%
No	184	54.0%
Not sure	47	13.8%
Totals	341	100.0%

Continued on Next Page →



Section 3: Solid Waste Collection (Continued)

Q16 Which of these yard waste options do you prefer? (Choose one)

- ☐ Current pickup sticker program
☐ Ongoing collection *with monthly fee*
☐ Other, please list _____

Which would you prefer?	Count	Percent of Responses
Current program	137	60.9%
Ongoing with <i>fee</i>	41	18.2%
Other _____	47	20.9%
Totals	225	100.0%

16-Other, please list

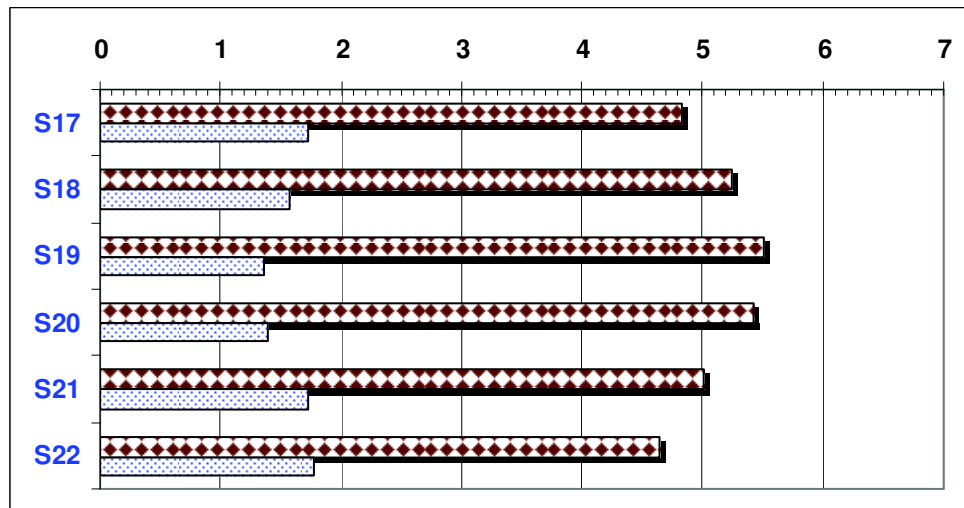
- | | |
|--|--|
| <ul style="list-style-type: none"> ➤ Ability to buy stickers in other ways (i.e. mail). ➤ Call for pickup. ➤ Christmas tree pickup program. ➤ Depends on cost of on-going. ➤ Do it yourself. ➤ Do not know about this. ➤ Don't even know when you pick up waste. ➤ Don't know what it is. ➤ Free pick up in spring & fall. ➤ Free pick-ups. ➤ Free yard waste pickup. ➤ Have regular yard waste pickup. It is difficult to bundle & tie brushy waste. Once a month would be great. ➤ I don't even know what the sticker program is. ➤ Just be on time with pickup. ➤ Know nothing about this service. ➤ Live in an apartment. ➤ Monthly pick up with no fee. The high taxes should allow this. ➤ No cost. ➤ No fee for monthly pickup. Leaf/yard waste pickup is slow or a no show! ➤ No fees. ➤ No fees. ➤ No stickers. ➤ None of them. ➤ Not aware of program. ➤ Once a month at no charge. ➤ Once a month free collection. ➤ Once a month at no charge. ➤ Once a month at no charge. ➤ Once a month free collection. | <ul style="list-style-type: none"> ➤ Once a month free collection. ➤ Ongoing collection with no additional fee. ➤ Ongoing without monthly fee. ➤ Our taxes are already too high. ➤ Pick up weekly & bill with water/garbage. ➤ Provided within taxes as is. ➤ Publish schedule. ➤ Respond by phone call when needed. ➤ Scheduled collection with fee. ➤ Season pickup as part of our taxes. ➤ Should be included in fees already charged. ➤ Should be provided in taxes we already pay. ➤ So far haven't used it. ➤ Sticker is fine without stipulation on building/(?)/specific length, etc. ➤ They collect but have never picked up my garbage. ➤ They never pick up - ever!! So we waste the stickers. ➤ This should be combined with trash pickup. ➤ This should be included in city tax. ➤ Too many bills for collection. ➤ Town to provide yard waste canister to be picked up on trash day. ➤ Twice a year limb pickup. Leaf is great. ➤ Unsure of what is offered. ➤ We are charged double with the sticker & regular rates. ➤ We go to the dump ourselves. ➤ Yard waste can pickup every Monday charged for a low monthly price. ➤ You are charging a fee already. To me this is an extra fee to pick up our yard material. |
|--|--|

Section 4: Parks & Recreation:

Half of the items here were rated above and half below our suggested minimum target of 5.2.

There was good satisfaction with the maintenance and cleanliness of the parks, with programs receiving lower ratings.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S17	Overall, I am satisfied with the recreational opportunities in Knightdale.	309	4.83	5.0	1.72
S18	I am satisfied with the Parks & Rec staff in Knightdale.	264	5.24	6.0	1.58
S19	Knightdale's parks are kept clean.	294	5.51	6.0	1.35
S20	Knightdale's park facilities are well maintained.	287	5.43	6.0	1.40
S21	I feel that Knightdale has good recreation programs for its children/youth.	277	5.01	5.0	1.72
S22	I feel that Knightdale has good recreation programs for its adults.	258	4.64	5.0	1.77



Section 4: Parks & Recreation: (Continued)

Q23 How do you find out about Knightdale Parks and Rec events? ☐ Word of mouth ☐ Web
☐ Newsletter ☐ Other, please list _____

Learn of Parks & Rec event?	Count	Percent of Respondents
Word of mouth	117	31.4%
Newsletter	96	25.7%
Web	81	21.7%
Other, _____	73	19.6%

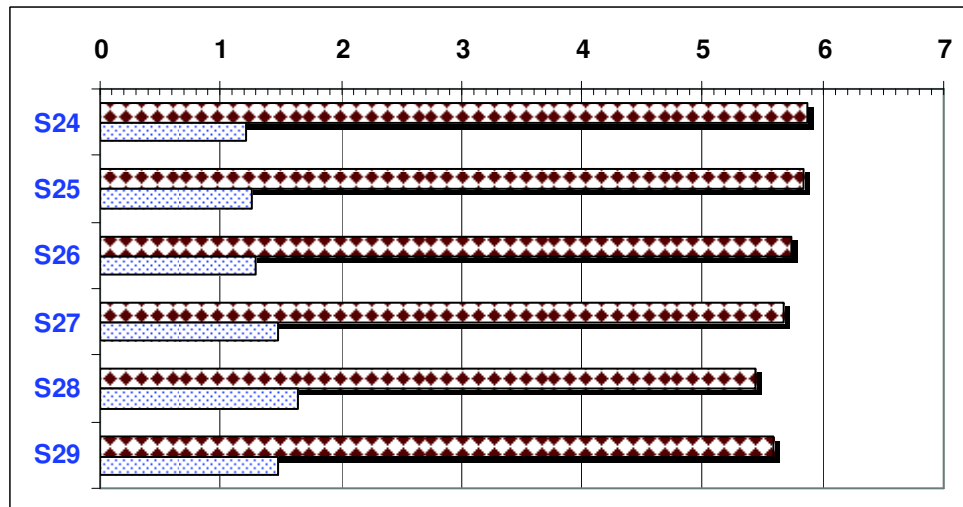
Learn of Parks and Rec Events	
<ul style="list-style-type: none"> ➤ Banners & signs at highway. ➤ Banners around town. ➤ Banners. ➤ Can't find. ➤ Chamber of commerce. ➤ Drive by in vehicle. ➤ Driving around. ➤ East Wake newspaper. ➤ East Wake newspaper. ➤ East Wake newspaper. ➤ East Wake newspaper. ➤ Eastern Wake news. ➤ Eastern Wake news. ➤ Email. ➤ Facebook. ➤ Family. ➤ Found it by chance. ➤ Highway signs. ➤ I don't know of any activities. Communication is poor. ➤ I don't use the parks & don't hear much about them. ➤ I haven't been there & don't go there. ➤ I never see any. ➤ Info, please. ➤ It is very hard to find out about anything unless you go to the website. ➤ Knightdale lacks parks. ➤ Library. ➤ Limited in newspaper. ➤ Lived here 40 years. ➤ Mailings received from town. ➤ Never hear. ➤ Newspaper. ➤ Newspaper. ➤ Newspaper. ➤ Newspaper. ➤ Newspaper. 	<ul style="list-style-type: none"> ➤ Newspaper. ➤ No kids so I don't know. ➤ Not found much. ➤ Not listed at all. ➤ Paper. ➤ Postings around Knightdale. ➤ Road signs. ➤ School & it's always outdated. ➤ School. ➤ Seeing signs. ➤ Sign on Hwy 64. ➤ Signs (too many). ➤ Signs around town. ➤ Signs around town. ➤ Signs in town. ➤ Signs on highway. ➤ Signs on roads. ➤ Signs on US 64. ➤ Signs posted. ➤ Signs posted. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Signs. ➤ Street signs. ➤ The schools. ➤ TV ➤ TV 22 & flyers at library. ➤ Walking by. ➤ Walking or driving by. ➤ We don't! ➤ We don't!

Section 5: Public Safety:

In general, Public Safety in Knightdale received very good ratings. Each item in this section had a Median rating of 6.0, meaning that at least half of the respondents rated that item a '6' or higher.

S28 received the lowest rating in this section. We would have you note that this item is usually rated lower in citizen surveys than most other public safety items.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S24	The Police Department is effective at providing a safe living environment.	340	5.88	6.0	1.21
S25	The Police Department is quick to respond.	303	5.83	6.0	1.27
S26	The police officers are well-trained.	302	5.74	6.0	1.30
S27	The police officers are professional in their actions.	314	5.68	6.0	1.48
S28	The police officers adequately patrol my neighborhood.	338	5.44	6.0	1.64
S29	The police officers are doing a good job in the schools.	256	5.59	6.0	1.47

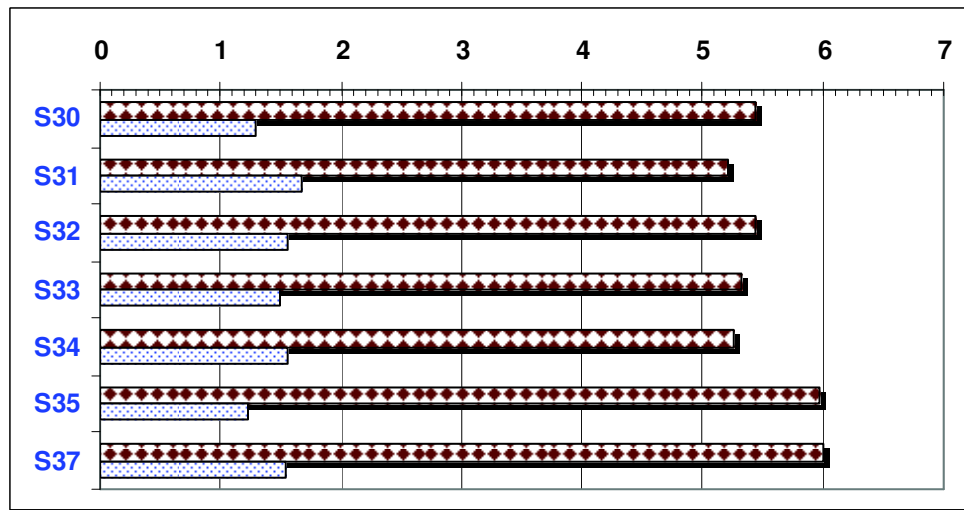


Section 6: Other Items

Every item here received a higher rating than our suggested minimum target average.

S35 indicates that by and large, citizens of Knightdale would eagerly recommend the Town as a good place to live.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S30	I feel that the streets in Knightdale are well-maintained.	361	5.45	6.0	1.30
S31	After dark, I feel safe walking in my neighborhood.	359	5.20	6.0	1.68
S32	My neighborhood has adequate street lighting.	364	5.43	6.0	1.56
S33	I feel that the Town does a good job enforcing its codes.	314	5.32	6.0	1.49
S34	I am satisfied with animal control in Knightdale (provided by Wake County).	310	5.26	6.0	1.55
S35	I would recommend Knightdale as a good place to live.	358	5.97	6.0	1.22
S37	If YesI am satisfied with service while paying bills at Town Hall.	116	6.00	7.0	1.54



Q36 In the past 12 months, have you paid any bills at Town Hall?

☐ Yes

☐ No

Paid bills at Town Hall?	Count	Percent of Responses
Yes	110	30.6%
No	249	69.4%
Totals	359	100.0%



Section 7: Knightdale's Communication

Many respondents said they have visited the Town's web site. Though these were not *low* ratings, they might be opportunities for improvement, especially when you consider communicating with citizens about other items on this survey.

38. Have you visited the Town's web site
(www.Knightdalenc.gov)?

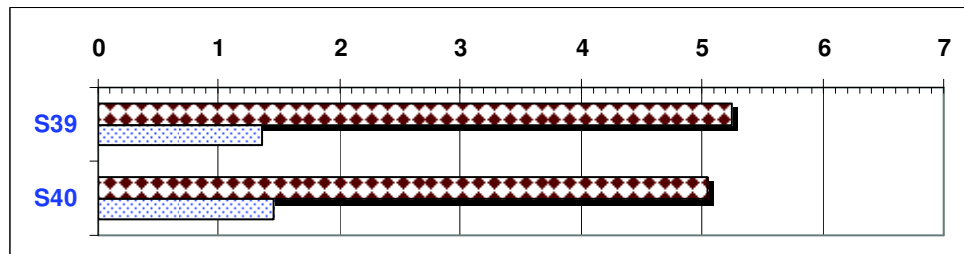
☐ Yes

☐ No

☐ Not sure

Visited Town's web site?	Count	Percent of Responses
Yes	189	52.4%
No	164	45.4%
Not sure	8	2.2%
Totals	361	100.0%

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S39	If Yes ... I am satisfied with the Town's web site.	195	5.25	5.0	1.36
S40	Overall, the Town keeps its citizens well-informed about public matters.	297	5.04	5.0	1.45

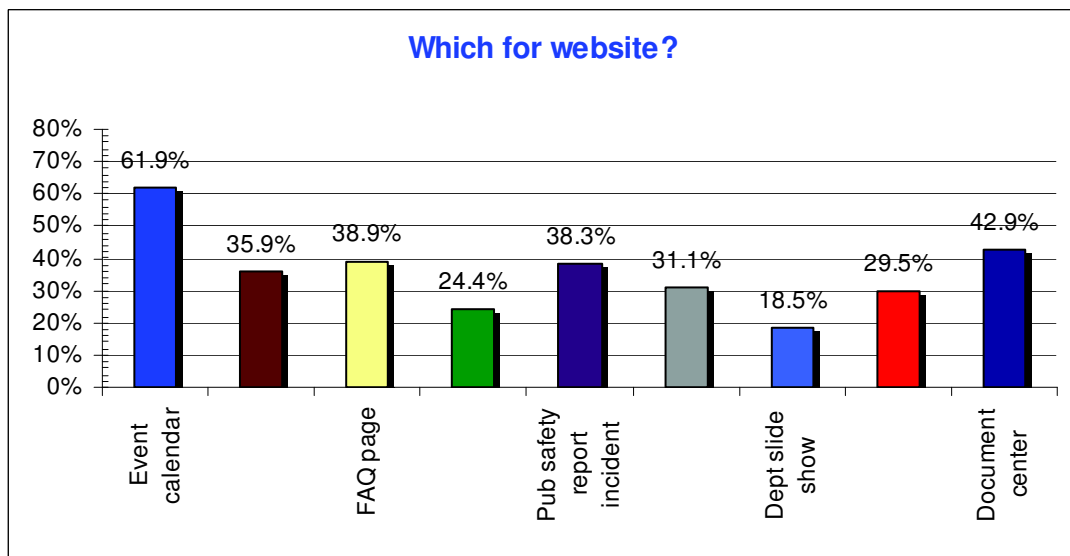


Section 7: Knightdale's Communication (Continued)

41. Which of these items would you like to be on the Town's website? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Event calendar | <input type="checkbox"/> Department photo slide show (showing what each department does) |
| <input type="checkbox"/> Detailed staff directory | <input type="checkbox"/> News center (with automatic updates to Town's Facebook page) |
| <input type="checkbox"/> FAQ page (frequently asked questions) | <input type="checkbox"/> Document center (County forms & documents categorized by department) |
| <input type="checkbox"/> Residential request form | |
| <input type="checkbox"/> Public Safety Department – Report an incident | |
| <input type="checkbox"/> Special menus for Residents, Businesses, and Visitors | |

Which for website?	Count	Percent of the 373 Respondents
Event calendar	231	61.9%
Staff directory	134	35.9%
FAQ page	145	38.9%
Residential request	91	24.4%
Pub safety report incident	143	38.3%
Special menus	116	31.1%
Dept slide show	69	18.5%
News center	110	29.5%
Document center	160	42.9%

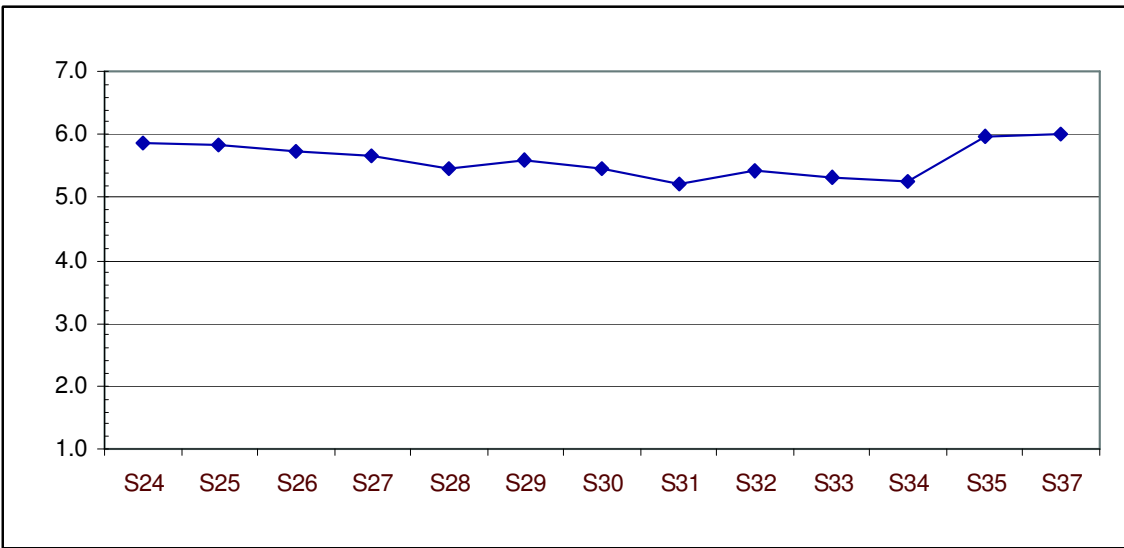
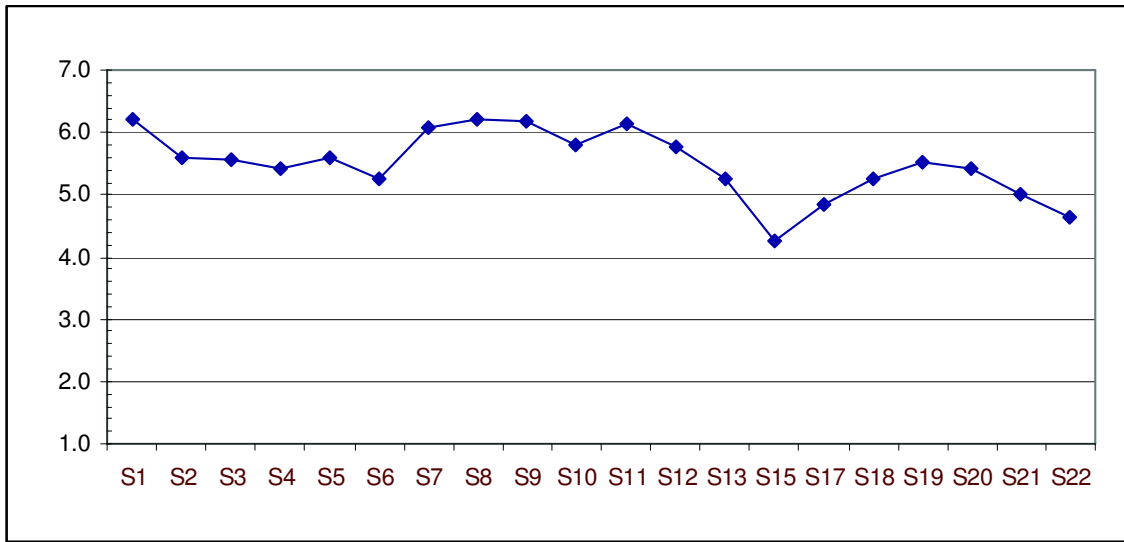


All Statements in One Table (2011 Findings)

	Statement 1=Strongly Disagree and 7=Strongly Agree	Valid N (Number)	Mean (Average)	Median (Middle)	Std. Dev. (Variability)
S1	Overall, I enjoy living in the Knightdale area.	372	6.20	7.0	1.12
S2	In general, Knightdale is an attractive town.	373	5.60	6.0	1.28
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.	365	5.55	6.0	1.30
S4	The Town of Knightdale is easy to do business with.	318	5.43	6.0	1.41
S5	In general, Town's employees are professional in their work.	324	5.61	6.0	1.30
S6	Telephone calls to Town Hall are handled efficiently.	278	5.26	6.0	1.59
S7	The Knightdale Fire Department is well equipped.	256	6.07	6.0	1.02
S8	The Knightdale Fire Department is quick to respond.	256	6.22	6.0	0.96
S9	The Knightdale Fire Department responders are professional in their actions.	252	6.19	6.0	0.99
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).	357	5.80	6.0	1.40
S11	My <u>garbage</u> is picked up on the correct day.	355	6.15	7.0	1.28
S12	The garbage collection employees leave the collection area clean.	350	5.76	6.0	1.47
S13	I am satisfied with the Town's leaf / yard waste pickup service.	284	5.24	6.0	1.70
S15	I am satisfied with the Town's Yard Waste pickup sticker program.	164	4.25	4.0	1.96
S17	Overall, I am satisfied with the recreational opportunities in Knightdale.	309	4.83	5.0	1.72
S18	I am satisfied with the Parks & Rec staff in Knightdale.	264	5.24	6.0	1.58
S19	Knightdale's parks are kept clean.	294	5.51	6.0	1.35
S20	Knightdale's park facilities are well maintained.	287	5.43	6.0	1.40
S21	I feel that Knightdale has good recreation programs for its children/youth.	277	5.01	5.0	1.72
S22	I feel that Knightdale has good recreation programs for its adults.	258	4.64	5.0	1.77
S24	The Police Department is effective at providing a safe living environment.	340	5.88	6.0	1.21
S25	The Police Department is quick to respond.	303	5.83	6.0	1.27
S26	The police officers are well-trained.	302	5.74	6.0	1.30
S27	The police officers are professional in their actions.	314	5.68	6.0	1.48
S28	The police officers adequately patrol my neighborhood.	338	5.44	6.0	1.64
S29	The police officers are doing a good job in the schools.	256	5.59	6.0	1.47
S30	I feel that the streets in Knightdale are well-maintained.	361	5.45	6.0	1.30
S31	After dark, I feel safe walking in my neighborhood.	359	5.20	6.0	1.68
S32	My neighborhood has adequate street lighting.	364	5.43	6.0	1.56
S33	I feel that the Town does a good job enforcing its codes.	314	5.32	6.0	1.49
S34	I am satisfied with animal control in Knightdale (provided by Wake County).	310	5.26	6.0	1.55
S35	I would recommend Knightdale as a good place to live.	358	5.97	6.0	1.22
S37	If YesI am satisfied with service while paying bills at Town Hall.	116	6.00	7.0	1.54
S39	If YesI am satisfied with the Town's web site.	195	5.25	5.0	1.36
S40	Overall, the Town keeps its citizens well-informed about public matters.	297	5.04	5.0	1.45

Graphs of All Statements' Average Ratings

(For a list of statements, see the previous page.)



Highest Averages

S8	The Knightdale Fire Department is quick to respond.	6.22
S1	Overall, I enjoy living in the Knightdale area.	6.20
S9	The Knightdale Fire Department responders are professional in their actions.	6.19
S11	My garbage is picked up on the correct day.	6.15

Lowest Averages

S17	Overall, I am satisfied with the recreational opportunities in Knightdale.	4.83
S22	I feel that Knightdale has good recreation programs for its adults.	4.64
S15	I am satisfied with the Town's Yard Waste pickup sticker program.	4.25

All Statements in One Table (Ranked from Highest to Lowest)

	Statement	Valid N	Mean	Median	Std. Dev.
	1=Strongly Disagree and 7=Strongly Agree	(Number)	(Average)	(Middle)	(Variability)
S8	The Knightdale Fire Department is quick to respond.	256	6.22	6.0	0.96
S1	Overall, I enjoy living in the Knightdale area.	372	6.20	7.0	1.12
S9	The Knightdale Fire Department responders are professional in their actions.	252	6.19	6.0	0.99
S11	My garbage is picked up on the correct day.	355	6.15	7.0	1.28
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S24	The Police Department is effective at providing a safe living environment.	340	5.88	6.0	1.21
S25	The Police Department is quick to respond.	303	5.83	6.0	1.27
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).	357	5.80	6.0	1.40
S12	The garbage collection employees leave the collection area clean.	350	5.76	6.0	1.47
S26	The police officers are well-trained.	302	5.74	6.0	1.30
S27	The police officers are professional in their actions.	314	5.68	6.0	1.48
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S2	In general, Knightdale is an attractive town.	373	5.60	6.0	1.28
S29	The police officers are doing a good job in the schools.	256	5.59	6.0	1.47
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.	365	5.55	6.0	1.30
S19	Knightdale's parks are kept clean.	294	5.51	6.0	1.35
S30	I feel that the streets in Knightdale are well-maintained.	361	5.45	6.0	1.30
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S31	After dark, I feel safe walking in my neighborhood.	359	5.20	6.0	1.68
S40	Overall, the Town keeps its citizens well-informed about public matters.	297	5.04	5.0	1.45
S21	I feel that Knightdale has good recreation programs for its children/youth.	277	5.01	5.0	1.72
S17	Overall, I am satisfied with the recreational opportunities in Knightdale.	309	4.83	5.0	1.72
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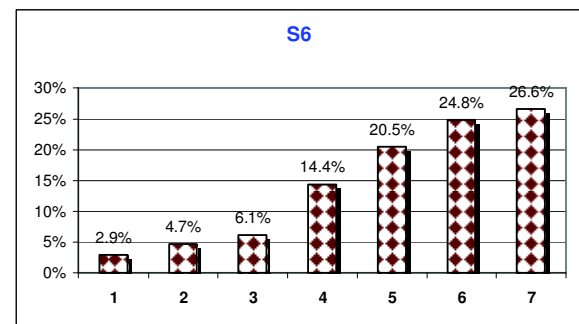
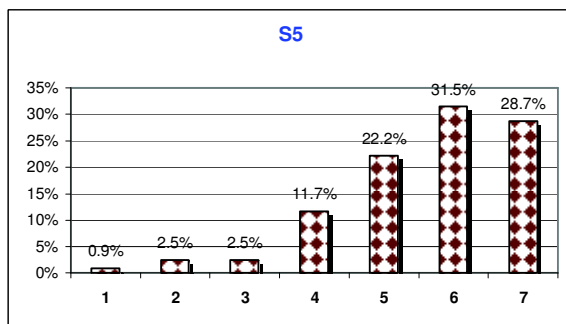
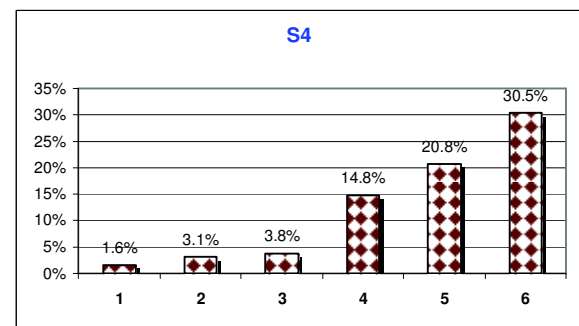
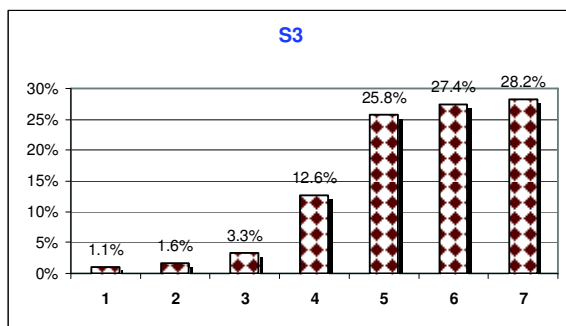
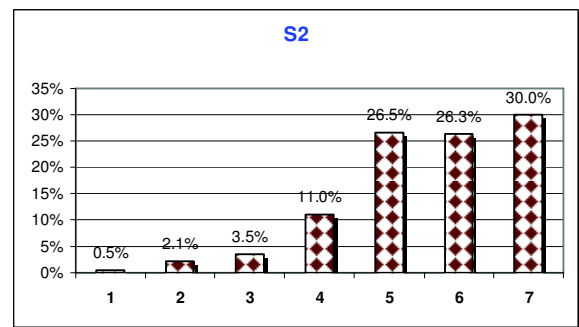
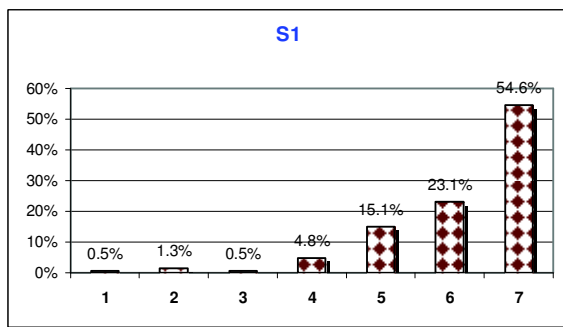
Distributions of Ratings (A Different View of the Data):

The following graphs are presented to show the percentage of respondents who rated each statement a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

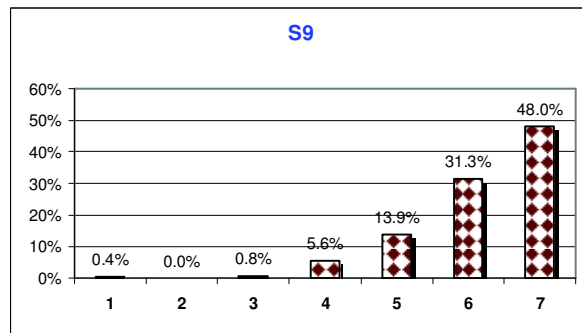
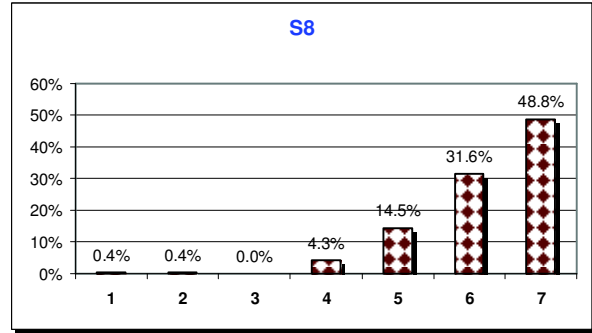
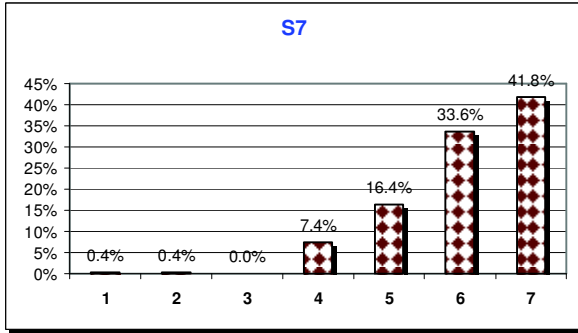
- You might want to compare Statements 3 and 5 regarding their distributions of ratings.

General:

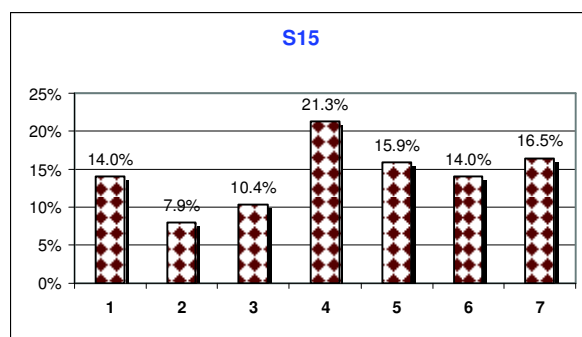
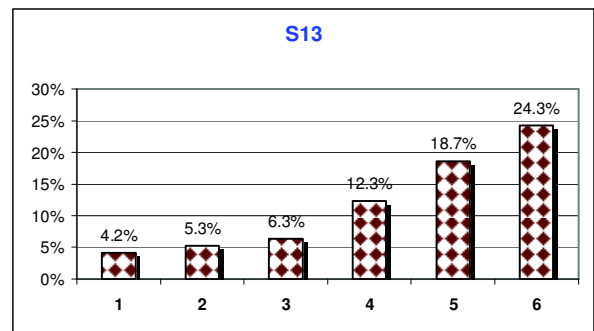
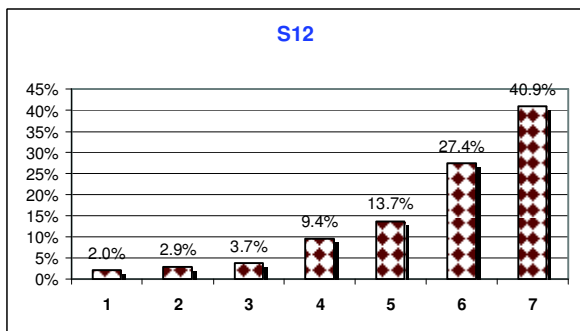
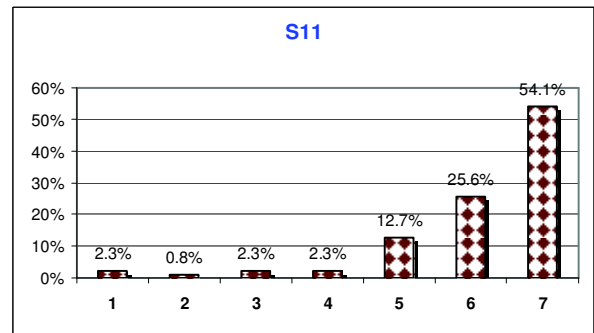
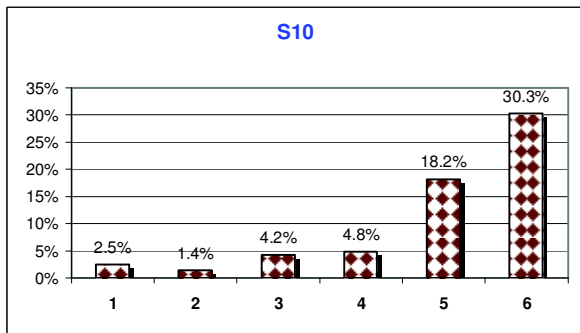
	Statements	Mean
S1	Overall, I enjoy living in the Knightdale area.	6.20
S2	In general, Knightdale is an attractive town.	5.60
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.	5.55
S4	The Town of Knightdale is easy to do business with.	5.43
S5	In general, Town's employees are professional in their work.	5.61
S6	Telephone calls to Town Hall are handled efficiently.	5.26



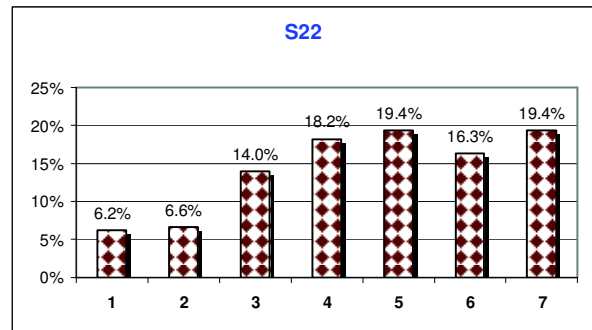
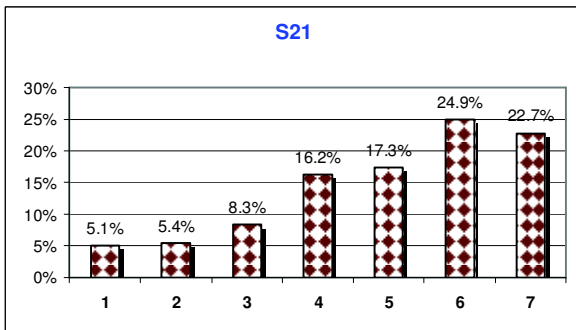
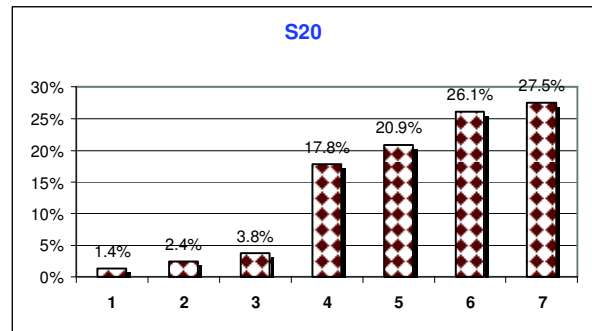
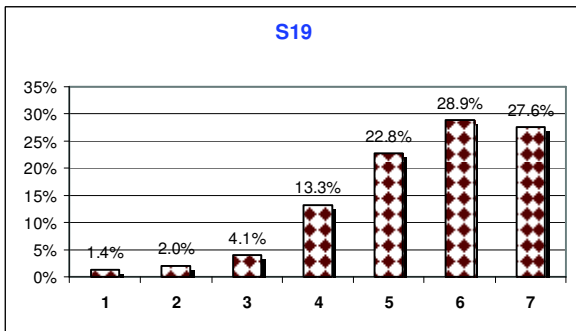
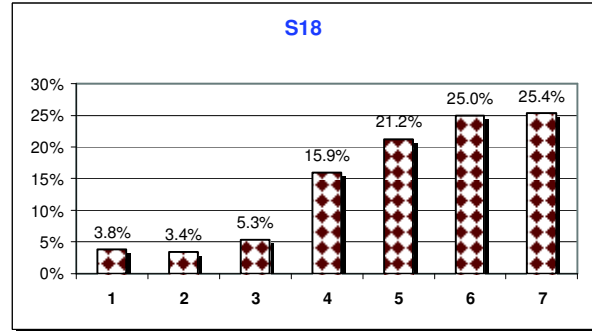
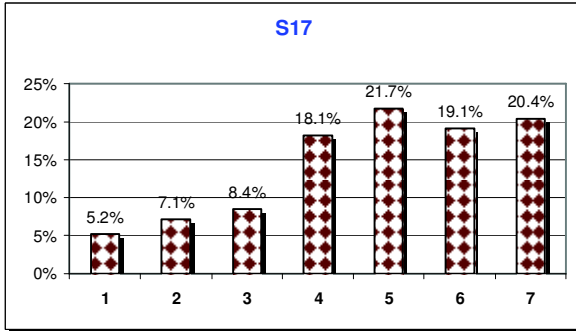
	Statements	Mean
S7	The Knightdale Fire Department is well equipped.	6.07
S8	The Knightdale Fire Department is quick to respond.	6.22
S9	The Knightdale Fire Department responders are professional in their actions.	6.19



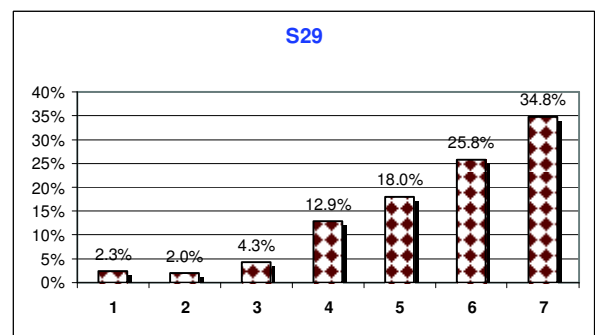
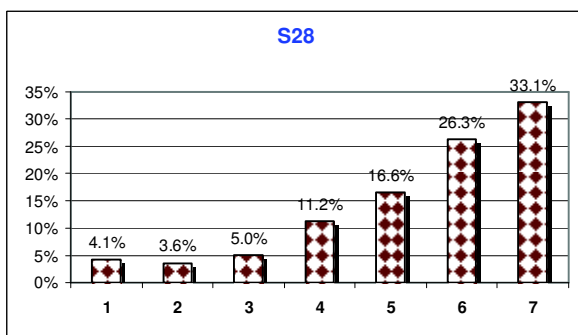
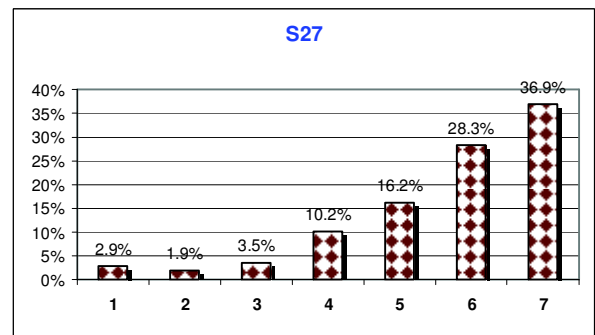
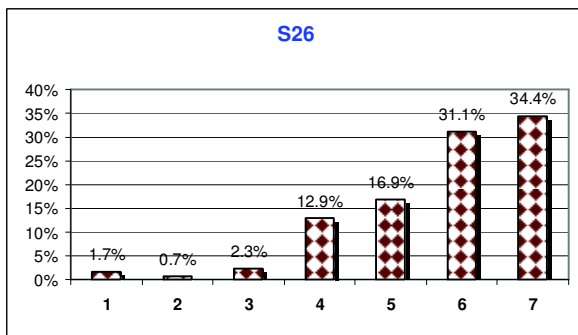
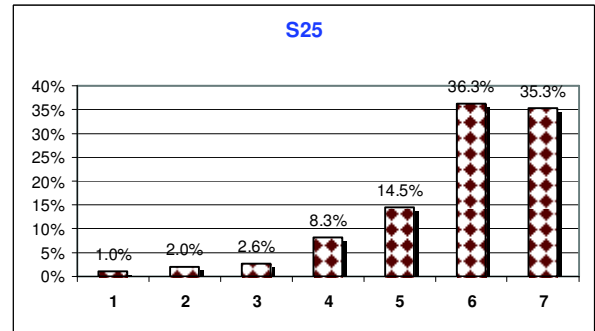
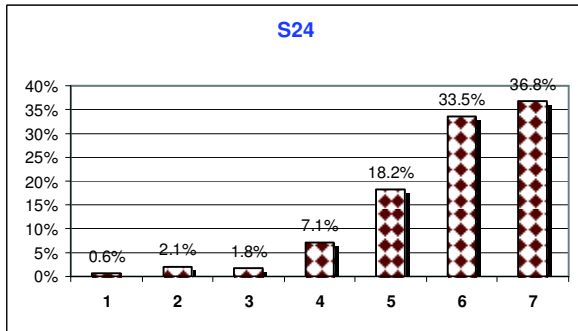
	Statements	Mean
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).	5.80
S11	My garbage is picked up on the correct day.	6.15
S12	The garbage collection employees leave the collection area clean.	5.76
S13	I am satisfied with the Town's leaf / yard waste pickup service.	5.24
S15	I am satisfied with the Town's Yard Waste pickup sticker program.	4.25



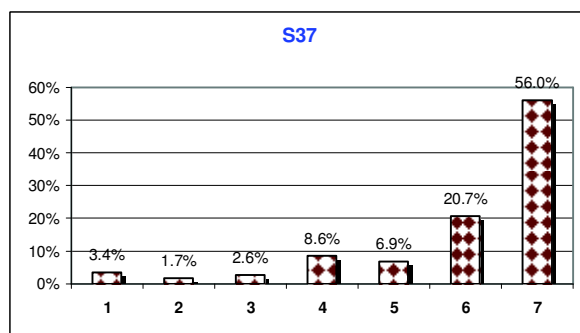
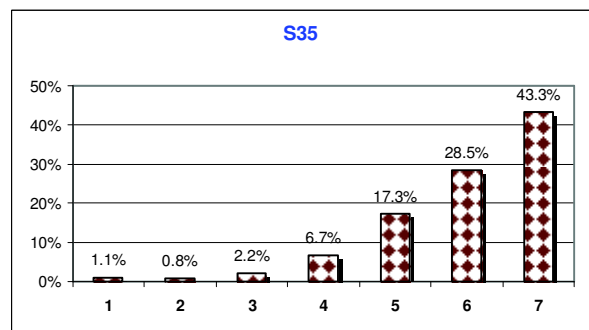
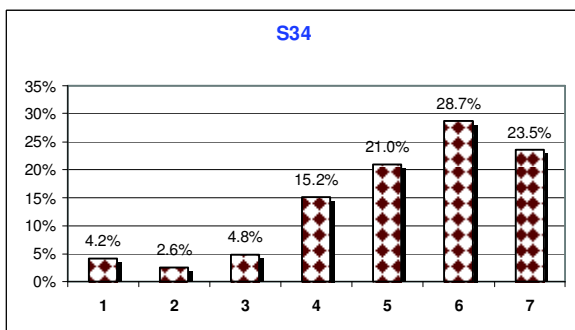
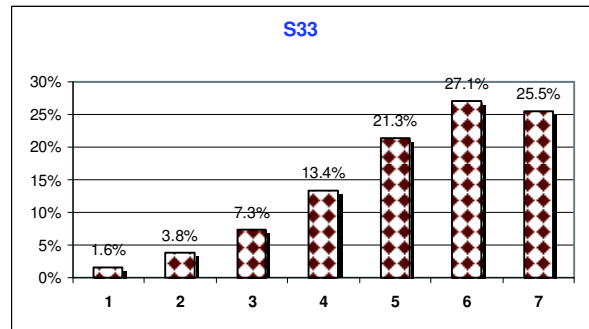
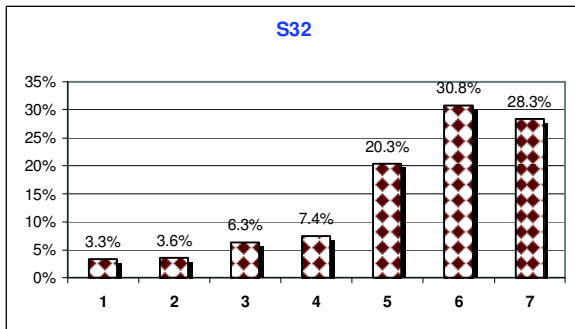
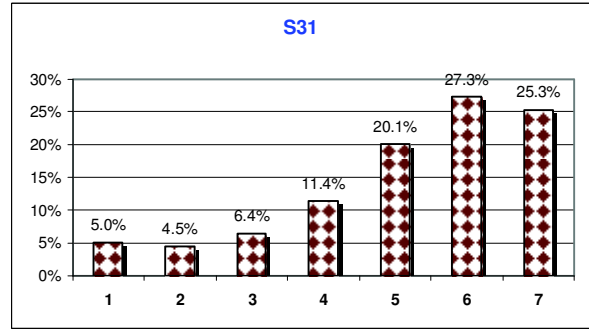
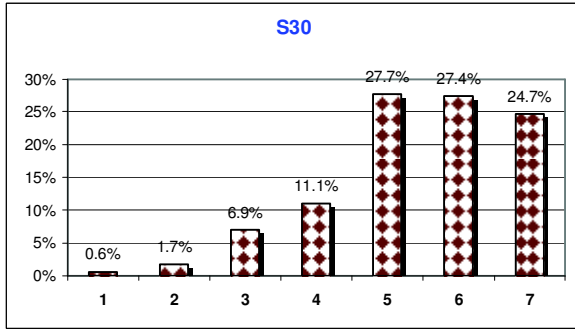
	Statements	Mean
S17	Overall, I am satisfied with the recreational opportunities in Knightdale.	4.83
S18	I am satisfied with the Parks & Rec staff in Knightdale.	5.24
S19	Knightdale's parks are kept clean.	5.51
S20	Knightdale's park facilities are well maintained.	5.43
S21	I feel that Knightdale has good recreation programs for its children/youth.	5.01
S22	I feel that Knightdale has good recreation programs for its adults.	4.64



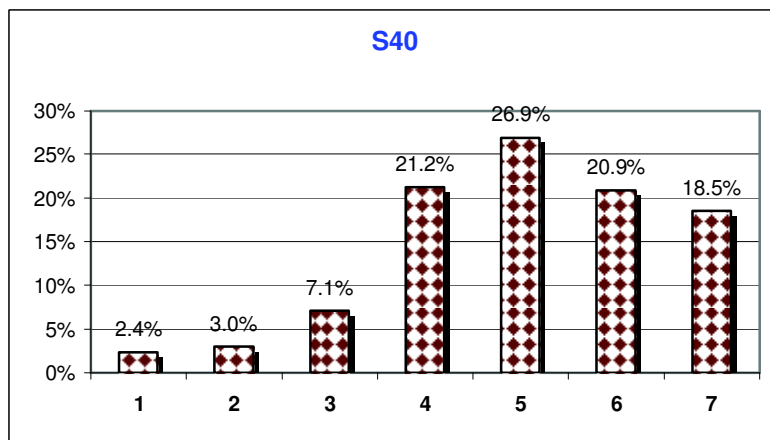
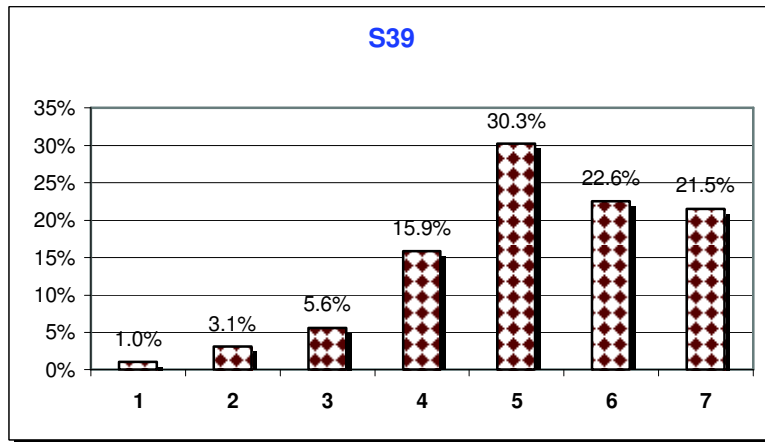
	Statements	Mean
S24	The Police Department is effective at providing a safe living environment.	5.88
S25	The Police Department is quick to respond.	5.83
S26	The police officers are well-trained.	5.74
S27	The police officers are professional in their actions.	5.68
S28	The police officers adequately patrol my neighborhood.	5.44
S29	The police officers are doing a good job in the schools.	5.59



	Statements	Mean
S30	I feel that the streets in Knightdale are well-maintained.	5.45
S31	After dark, I feel safe walking in my neighborhood.	5.20
S32	My neighborhood has adequate street lighting.	5.43
S33	I feel that the Town does a good job enforcing its codes.	5.32
S34	I am satisfied with animal control in Knightdale (provided by Wake County).	5.26
S35	I would recommend Knightdale as a good place to live.	5.97
S37	If Yes.....I am satisfied with service while paying bills at Town Hall.	6.00



	Statements	Mean
S39	If Yes ... I am satisfied with the Town's web site.	5.25
S40	Overall, the Town keeps its citizens well-informed about public matters.	5.04



Comparing Answers from Different Groups of Respondents

Although the findings presented thus far are revealing, it is often helpful to perform more fine-grained analyses of the data to determine if any particular groups of respondents rate the statements significantly different from other groups. Consequently, additional analyses, including analyses called “Analyses of Variance” were performed on the data, to determine if any differences could be found among respondents based on:

- | |
|---|
| ➤ In the past 12 months, have you paid any bills at Town Hall? |
| ➤ Do you have children under age 18 living in your home? |
| ➤ How long have you lived in the Knightdale area? |
| ➤ Your age range? |

If analyses of this type show significant differences along one or more of these dimensions, then the Town should consider taking these differences in citizen responses into account when making plans for the future.

Continued on Next Page →

Answers Based on their answer to:

In the past 12 months, have you paid any bills at Town Hall?

What does statistically significant mean?

We mean that we are at least 95% confident that the differences in the averages shown below cannot be explained by chance. Respondents who have recently paid bills at Town Hall gave higher ratings for 3 items than did other respondents.

1=Strongly Disagree; 7=Strongly Agree S1 Count is the number of respondents to Statement 1.



Statements	
S19	Knightdale's parks are kept clean.
S27	The police officers are professional in their actions.
S37	If Yes.....I am satisfied with service while paying bills at Town Hall.



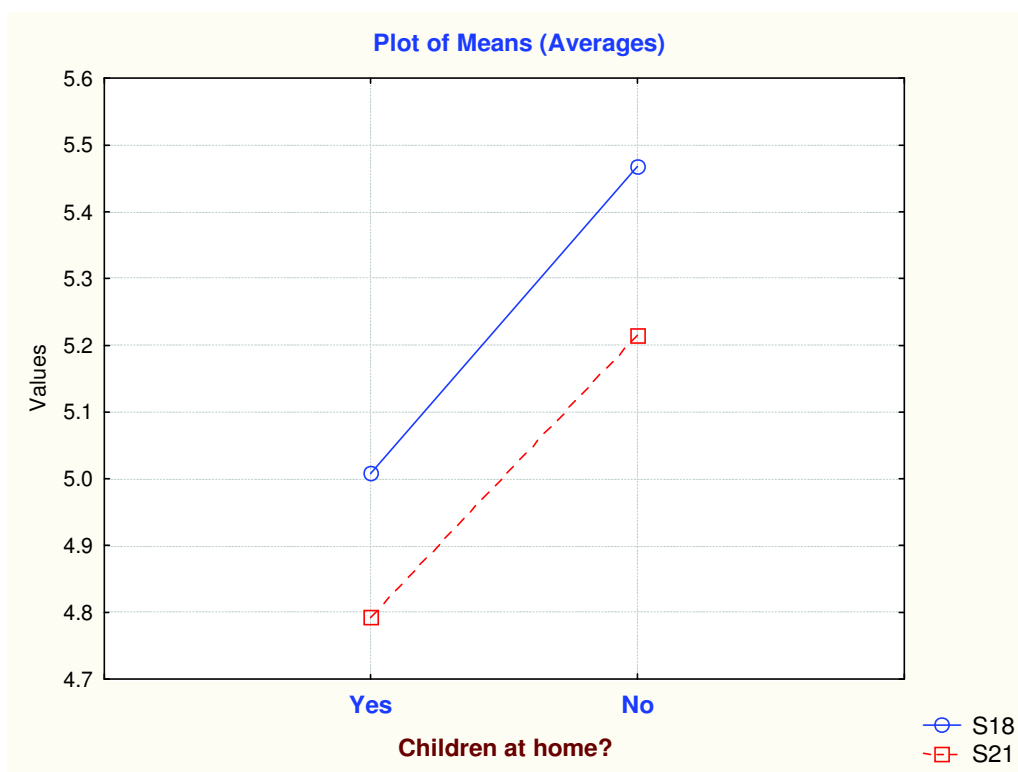
Answers Based on their answer to:

Do you have children under age 18 living in your home?

☐ Yes ☐ No

Interpretation: For two items related to parks, respondents who have children at home gave somewhat lower ratings than did other respondents.

1=Strongly Disagree; 7=Strongly Agree



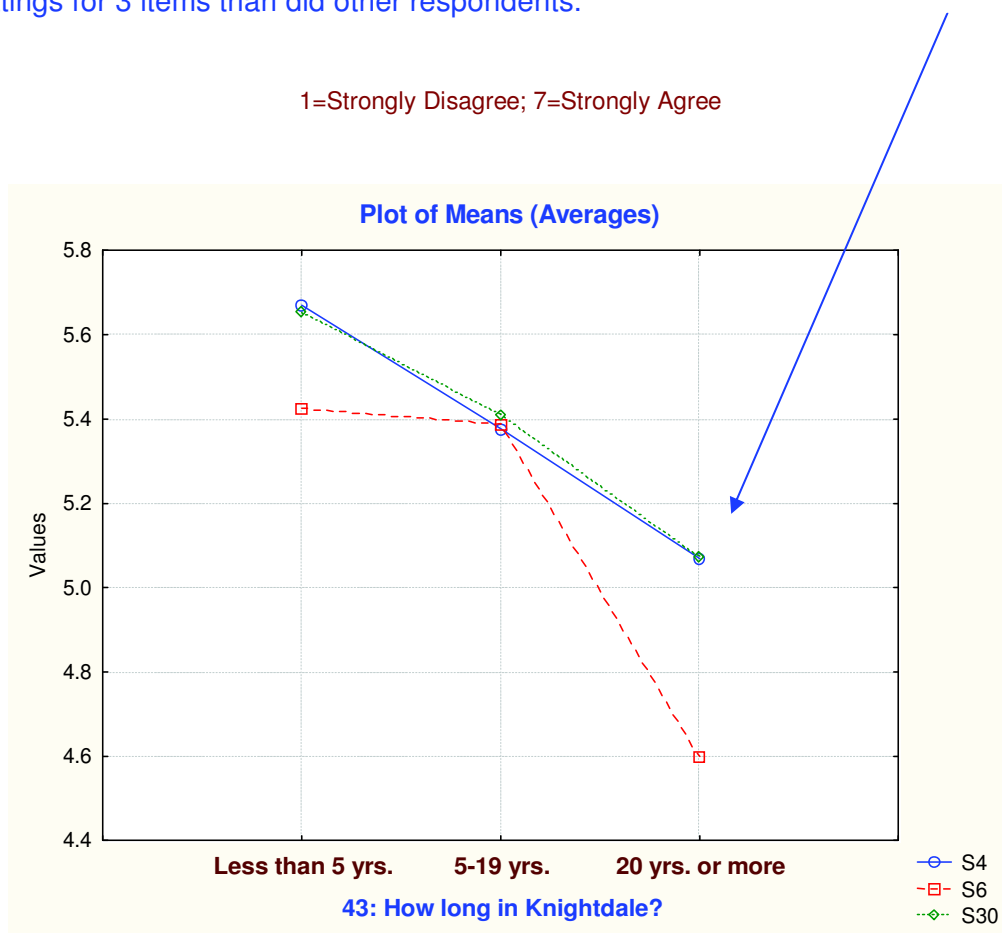
Statements	
S18	I am satisfied with the Parks & Rec staff in Knightdale.
S21	I feel that Knightdale has good recreation programs for its children/youth.

Answers Based on their answer to:

How long have you lived in the Knightdale area?

☐ Less than 5 yrs. ☐ 5-19 yrs. ☐ 20 yrs or more

Interpretation Example: Respondents who have lived in Knightdale over 20 years gave lower ratings for 3 items than did other respondents.



Statements	
S4	The Town of Knightdale is easy to do business with.
S6	Telephone calls to Town Hall are handled efficiently.
S30	I feel that the streets in Knightdale are well-maintained.

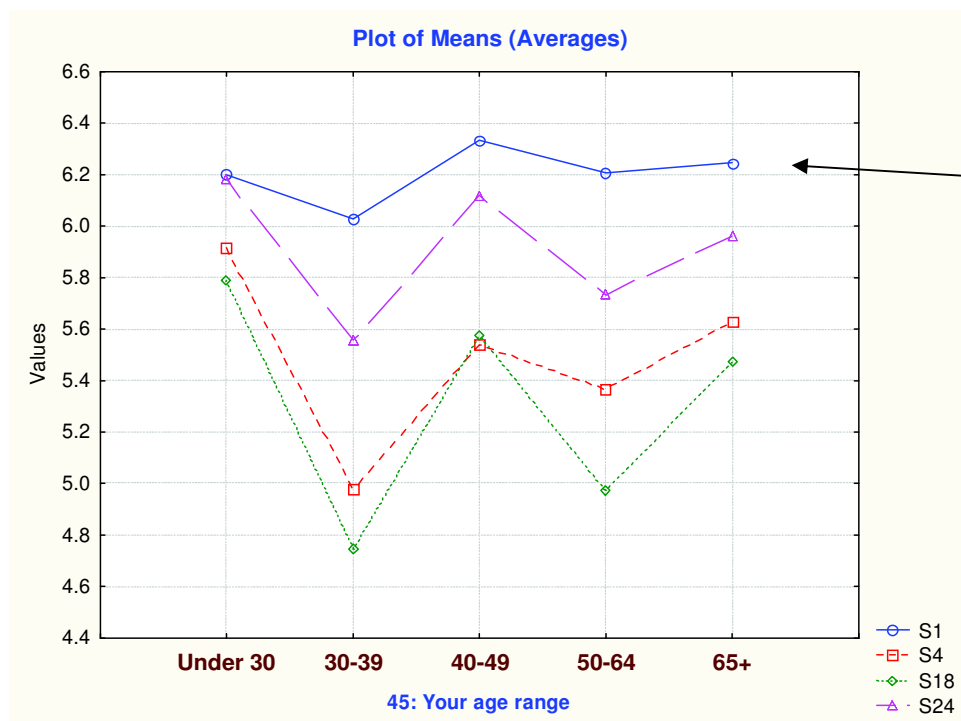
Answers Based on their answer to:

Your age range:

☐ Under 30 ☐ 30-39 ☐ 40-49 ☐ 50-64 ☐ 65+

Please note: Older respondents usually tend to give higher satisfaction ratings. We found 3 statements that had statistically significant differences based on age range.

1=Strongly Disagree; 7=Strongly Agree



Note: S1 did not have statistically significant differences.

Statements	
S4	The Town of Knightdale is easy to do business with.
S18	I am satisfied with the Parks & Rec staff in Knightdale.
S24	The Police Department is effective at providing a safe living environment.

Multiple Regression Analysis (Predictors of Satisfaction)

Another type of analysis (Multiple Regression Analysis) was also performed to determine which statements are most highly correlated with, and/or have the *greatest predictive value* when considering key general statements.

Another way of thinking about what this analysis means is, "Which *specific* items account for the most variability in a given *general* item?"

This type of analysis can be quite useful when you wish to prioritize areas for improvement and/or identify which areas of strength are most highly linked to satisfaction.

Using multiple regression, the charts below indicate which specific survey statements are significant predictors of certain general statements.

Key General Statements	
S1	Overall, I enjoy living in the Knightdale area.
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Indus).
S17	Overall, I am satisfied with the recreational opportunities in Knightdale.
S24	The Police Department is effective at providing a safe living environment.
S35	I would recommend Knightdale as a good place to live.

- When significant predictors are discovered, you can take these into account when planning for improvement and/or satisfaction retention programs.

Specific Predictors for S1 (Overall, I enjoy living in the Knightdale area.)	
In descending order	
S35	I would recommend Knightdale as a good place to live.
S2	In general, Knightdale is an attractive town.
S4	The Town of Knightdale is easy to do business with.
S3	Overall, I am satisfied with the services I receive from the Town of Knightdale.

Continued on Next Page →

Correlations (Predictors of Satisfaction) Continued:

Specific Predictors for S3 (Overall, I am satisfied with the services I receive from the Town of Knightdale.)

In descending order

S17	Overall, I am satisfied with the recreational opportunities in Knightdale.
S4	The Town of Knightdale is easy to do business with.
S10	Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).

Our analyses indicated that 3 of the statements, as shown above, were highly significant predictors of Statement 3 (overall satisfaction with the Town's services).

There are of course many factors that contribute somewhat to customer satisfaction for each department and for the Town overall. However, the scope of this survey did not allow for addressing all of them.

Specific Predictors for S10 [Overall, I am satisfied with my garbage pickup service (provided by Waste Indus).]

In descending order

S12	The garbage collection employees leave the collection area clean.
S11	My garbage is picked up on the correct day.
S13	I am satisfied with the Town's leaf / yard waste pickup service.

Specific Predictors for S17 (Overall, I am satisfied with the recreational opportunities in Knightdale.)

In descending order

S21	I feel that Knightdale has good recreation programs for its children/youth.
S18	I am satisfied with the Parks & Rec staff in Knightdale.
S19	Knightdale's parks are kept clean.

Correlations (Predictors of Satisfaction) Continued:

Specific Predictors for S24 (The Police Department is effective at providing a safe living environment.)

In descending order

S25	The Police Department is quick to respond.
S26	The police officers are well-trained.
S31	After dark, I feel safe walking in my neighborhood.
S28	The police officers adequately patrol my neighborhood.

Specific Predictors for S35 (I would recommend Knightdale as a good place to live.)

In descending order

S1	Overall, I enjoy living in the Knightdale area.
S24	The Police Department is effective at providing a safe living environment.
S2	In general, Knightdale is an attractive town.
S34	I am satisfied with animal control in Knightdale (provided by Wake County).

Written Comments

Symbols

- ◆ NR - This stands for Name Reference, which means that a person's name was mentioned. Each Name Reference includes the survey's case and/or ID number.
- ◆ (?) - This denotes an illegible word.

Written Comments

- ◆ An individual respondent's complete answer to an open-ended question appears in one cell. One or more ideas may be expressed within that cell. In the report we arrange the comments by the idea mentioned first within each cell.
- ◆ If a cell was blank, there was no answer.

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What one thing would you like to see done to make Knightdale a better place to live?

Children at Home?	Age range	46. What <u>one thing</u> would you like to see done to make Knightdale a better place to live?
No	Not given	Ban loud music & teenagers congregating late at night on streets.
No	Not given	Keep up the pressure (police presence) in Parkside neighborhood. Police have done a good job there, but drug activity is rampant.
No	Not given	More restaurants & shops. Nice running/walking trail, dog park.
Yes	Not given	More restaurants, book stores, movie theater, Panera, home goods.
No	Not given	Repave the drives in the subdivision to make it smoother. The driveways have too much draw down causing misalignment of vehicles.
No	Not given	Restaurants & businesses need people who understand you & you can understand them. It is irritating having to say something 4-5 times when placing orders so we now go to Raleigh to eat & shop as do lots of other people.
Yes	Under 30	Advertise more about community events.
No	Under 30	Better high schools & middle schools.
No	Under 30	Better parks/walking spaces. Less chain restaurants & more unique places to eat!
Yes	Under 30	Clean up some houses around Bethlehem, First & Smithfield.
Yes	Under 30	Entertainment (movie theater, bowling alley, "night life", etc).
No	Under 30	Fix roads.
No	Under 30	Have more town festivities - open houses, parades.
Yes	Under 30	Improve downtown Knightdale. Supposed to be historic...
No	Under 30	Improved feeling of safety.
No	Under 30	More adult basketball leagues.
No	Under 30	More businesses.
Yes	Under 30	More entertainment (movies, bowling). Improve schools!
No	Under 30	More jobs.
No	Under 30	More playgrounds, maybe a basketball court for kids.
No	Under 30	More youth programs.
No	Under 30	Movie theater.
No	Under 30	Movie theater.
No	Under 30	Need a recreation center.
	Under 30	No more low income housing. We already have met our requirements.
No	Under 30	Please connect all the sidewalks to make more accessible to walking/biking & it would look so much better cosmetically.
Yes	Under 30	Slower speed limit on Fayetteville St!
Yes	30-39	Amphitheater for live events & shows.
Yes	30-39	At this time I love everything about Knightdale & there is nothing I would change.
Yes	30-39	Ban yard fires. People burning leaves makes a horrible smell. Entire neighborhood fills with smoke plus it's extremely dangerous.
Yes	30-39	Better interaction with police department when calls are made. KPD responds.
No	30-39	Bring a movie theater or bowling alley.
No	30-39	Build a dog park & biking trails.
Yes	30-39	Build a movie theater & more shopping.
Yes	30-39	Check car parking in the middle of the street. Streetlights fixed & always check speed with other cars.
Yes	30-39	Completed greenways.

Yes	30-39	Continue to offer the great local events & see what other creative events we could have.
Yes	30-39	Encourage more upscale housing to improve property values.
Yes	30-39	Give the police an opportunity to do their job. More equipment.
No	30-39	Greenway! More bike racks throughout Knightdale & a safe way to cross business 64 to shops.
No	30-39	I would like to see a better selection of eateries (restaurants), exceptions customer service & a wider variety of stores. Harris Teeter would be a good addition.
Yes	30-39	I would love a park with something other than sand for children to play.
Yes	30-39	Improve Knightdale schools. Fight for magnet school programs.
Yes	30-39	Increase in social venues - i.e. restaurants, movie theater, play groups.
Yes	30-39	It would be great to get a movie theater, bowling alley, roller skating, something for the family so you don't have to drive into Raleigh.
Yes	30-39	Large employer that will bring jobs. More corporate presences. Knightdale needs a brand/image, i.e. "Best place to live & work!"
No	30-39	Less or no more low income housing.
Yes	30-39	Link the trail by the river to the Princeton Manor neighborhood.
No	30-39	Lower property taxes.
Yes	30-39	More & better parks & playgrounds.
Yes	30-39	More & better parks, more child activities, maybe a YMCA.
No	30-39	More adult activities.
No	30-39	More community activities.
Yes	30-39	More community events & additional park equipment.
Yes	30-39	More kids sports & a park.
No	30-39	More night life & less country.
Yes	30-39	More parks & recreation areas. Better main street.
Yes	30-39	More parks & recreation offerings. YMCA as well.
No	30-39	More patrols in & around Lauren's Way.
Yes	30-39	More professionalism at town hall. Phones often go unanswered & messages often take several days to be returned.
Yes	30-39	More programs for youth to keep them busy.
Yes	30-39	More recreational activities/classes. Other towns offer so much more.
Yes	30-39	More recreational common areas.
No	30-39	More relaxing place to visit.
Yes	30-39	More theaters.
Yes	30-39	More variety of places to eat like Italian & seafood.
Yes	30-39	More/better parks & recreation. We drive to Raleigh for many youth events through the Wake County recreation (dance, ballet, camps, etc).
Yes	30-39	Movie theater, YMCA, bowling alley, Super Walmart, sports bar.
Yes	30-39	Movie theater.
Yes	30-39	Open an Outback steakhouse restaurant!
No	30-39	Our stores staying open 24/7.
Yes	30-39	Stop building "low rent" housing & enforce the after dark under-age laws!
Yes	30-39	Stricter rules on number & types of pets.
Yes	30-39	Traffic control in the neighborhoods. It's not safe for kids to get off the school buses. People drive way too fast.
No	30-39	Would like to see a stronger police presence in neighborhood, especially after dark.
Yes	40-49	A movie theater!
No	40-49	Activities for children to do in Knightdale - movies, bowling alley, skating rink.
Yes	40-49	Aquatic center/rec center (worth a .05-1cent tax raise).
No	40-49	Beef up patrolling residential districts to cut down on robberies/theft.
No	40-49	Better choice of restaurants. Better job keeping trash off roadsides.
Yes	40-49	Bigger community park. Landscaping.
Yes	40-49	Bike trails & greenway.

No	40-49	Bring in theater, arts & concerts facility.
Yes	40-49	Build versatile baseball/softball fields so all these teams could sponsor tournaments & make some money for teams & town.
No	40-49	Cheaper water bill.
No	40-49	Clean up areas like Parkside. More police presence in areas like it.
Yes	40-49	Connect greenways, & nature trails to other communities.
Yes	40-49	Continue to control crime in area. Get YMCA center in Knightdale as a stand-alone facility.
No	40-49	Dog park.
Yes	40-49	Don't feel totally safe. Still groups of 4 or more kids hanging out & walking around.
Yes	40-49	Free yard waste collection.
Yes	40-49	Get Outback steakhouse and/or Longhorn's steakhouse.
No	40-49	Get rid of gang activities.
No	40-49	Home owners need to take care of their dogs instead of leaving them in the yard tied up & constantly barking.
Yes	40-49	Improve downtown area. Have street festivals.
Yes	40-49	Improve Harper Park. More recreational programs.
Yes	40-49	Keep the roads better detailed including sidewalks (debris, weeds, edged grass at street).
Yes	40-49	Leash law enforced by animal patrol more than they are doing. Also the limb & sticker program is a waste.
Yes	40-49	Make it more pedestrian/bicycle friendly, especially crossing 64 Business.
	40-49	Maybe it would be nice to have greenways like other cities have.
Yes	40-49	More activities for kids especially during the summer.
No	40-49	More affordable housing & stronger education plan.
Yes	40-49	More community events, i.e. parades, concerts & festivals.
Yes	40-49	More diversity. I can still go places in Knightdale & feel like we're still in slavery!
No	40-49	More events.
No	40-49	More flexibility from planning department to make Knightdale more attractive to business owners considering building here.
No	40-49	More free entertainment. Better recreation facilities (better equipped). Weights.
Yes	40-49	More full restaurants & shopping. Movie theater.
Yes	40-49	More lighting on the streets. It's too dark at night.
Yes	40-49	More parks & police. More shopping centers!
Yes	40-49	More parks for children.
No	40-49	More police presence in neighborhoods.
Yes	40-49	More police visible in my neighborhood. Some bad kids in part of it (business route on 64 past the Lowes Foods).
Yes	40-49	More sidewalks, road upkeep, less redundant medians.
No	40-49	More single family homes & less multi-family homes.
No	40-49	Movie theater would be great!
No	40-49	Movie theater, cubs on center islands & power lines underground. I know, a bit lofty, huh?
Yes	40-49	Movie theater, event center, night clubs, car dealerships, more businesses.
Yes	40-49	Movie theater.
No	40-49	Movie theater.
Yes	40-49	Need a YMCA with an indoor swimming pool & plenty of activities or classes for kids.
No	40-49	New communities should be higher priced. Too many low-end communities already.
Yes	40-49	Nothing. It's been a pleasure living here.
No	40-49	Put sidewalk on Smithfield Rd.
Yes	40-49	Reduce low income housing/apartments which leads to crime & gang activities.
No	40-49	Revitalization of the original downtown area.
No	40-49	Stop putting up new buildings while we still have vacant ones!

No	40-49	Teach police force to be nicer on routine traffic stops. Been stopped twice in last 2 years for license sticker. One time it was not even out of date. Both officers acted like they were on a power trip. Law abiding citizens deserve to be treated nicer!
Yes	40-49	Tennis board for one person to play. I play tennis & I have to go to Raleigh to play.
Yes	40-49	The gangs are an issue. The increase of property damage & verbal foul-mouthed children. Don't know who can fix that issue.
Yes	40-49	We love the outdoors (nature). More bicycle friendly, larger parks.
Yes	40-49	We need a park with trails & basketball hoops so that our youth & people in Knightdale can be more physically active.
Yes	40-49	Would like to see a movie theater & a sports complex.
Yes	40-49	YMCA, movie theater, outdoor roller hockey rink.
Yes	40-49	Youth crime activity eliminated. Center for recreational activities with more activities offered.
Yes	50-64	A full branch/campus of a community college.
No	50-64	A movie theater & to stop having to use the red stickers for yard pick up.
No	50-64	A shooting range for eastern Wake county.
No	50-64	Better drainage system (rainwater overflows into private yards due to lack of adequate runoff system).
No	50-64	Better quality homes that don't look like same plans. Create outdoor gathering places for adults & children.
Yes	50-64	Better schools.
No	50-64	Better schools. We also need a new recreation center for children & teen activities.
No	50-64	Bike path, greenway, ATV park.
No	50-64	Bowling alley, movie theater.
Yes	50-64	Bring a movie theater & bowling alley.
No	50-64	Bring a movie theater & Red Lobster to Knightdale.
No	50-64	Build a movie theater.
No	50-64	Charge recreation staff to be less political! Been this way for too long!
No	50-64	Clean up the end of Laurens Way. Keep solicitors out of Planters Walk.
No	50-64	Community theater group.
No	50-64	Create a real downtown area with businesses similar to Clayton or Fuquay.
No	50-64	Curtail future development.
Yes	50-64	Do not allow high school kids to leave campus during lunch. It is not safe!
No	50-64	Eliminate the one way entrance on Railroad Rd causing cut-through traffic into Myrick Downs (Heathwick Dr). Excessive traffic since Railroad Rd entrance was made one way.
No	50-64	Eliminate traffic light cameras. More restaurants. Super Walmart!
Yes	50-64	Enforce handicap parking violations!
Yes	50-64	Enforce no street parking where driveways/garages are available, especially at intersections.
Yes	50-64	Get a kids playground added to the new library (like it was a long time ago).
No	50-64	Get rid of camera lights.
No	50-64	Get rid of curfew which I consider unconstitutional.
Yes	50-64	Have a public swimming pool.
Yes	50-64	Have more affordable programs for high school teens (softball, baseball, volleyball, art, dance).
No	50-64	Have no suggestions at this time. I really enjoy living here. Moved here from Maryland.
No	50-64	Have some of the people clean up their yards so it doesn't look like a junkyard. I am ashamed for company to see some of my neighbors yards.
No	50-64	Having the police department officers stop being nitpicky (profiling) on minor things & start focusing on the major issues. They need to act more professionally in their duties. That incident at Blockbuster several months ago was very unprofessional and disturbing.
Yes	50-64	Higher end restaurants. Less lower cost housing.

No	50-64	I am concerned that the new police chief feels he needs no assistance or suggestions from the sheriff's department (i.e. Dominos murder). I also feel he treat his staff badly & is not qualified for the job.
Yes	50-64	I have grandchildren that I take to school every day. I feel that it is so unfair to get a speeding ticket for going 30 & the speed limit is 25. That is ridiculous! I am barely making ends meet & I am slapped with a ticket! I hate Knightdale for allowing a poor grandmother who is taking her grandchildren to school to get a ticket for such things. Get rid of the red light cameras & school zone tickets for a few miles over the speed limit! Gee whiz, give us a break!
No	50-64	Improve school reputation.
No	50-64	Keep teenagers away from playgrounds for little kids. Need more patrol at Laurens Way apartments.
No	50-64	Leaves & limbs pickup every other week, no sticker needed.
No	50-64	Limit low income housing.
No	50-64	Lose the Nazi homeowners association.
No	50-64	More greenways.
No	50-64	More high end stores & restaurants.
No	50-64	More jobs. I am a nurse & I have tried for 8 months to get employed & no luck.
No	50-64	More leisure recreation - walking parks with music in the park!
Yes	50-64	More outdoor recreation facilities for the young.
No	50-64	More police patrols around 1 a.m. to 3 a.m. on Lauren's Way. There are guys standing on the street around 2 a.m. for no good reason. Lauren's Way by Sulley Ct.
No	50-64	More police presence.
No	50-64	More regulations for commercial buildings. More pleasing to the eye.
No	50-64	More restaurants & better restaurant ratings.
No	50-64	More restrictions on rental property.
No	50-64	More street lights.
No	50-64	Movie theater & bowling alley.
Yes	50-64	Movie theater would be great!
No	50-64	Movie theater, bowling alley, something the family can do together.
No	50-64	Movie theater.
No	50-64	My main concern is the gangs. Can you police the area on Parkside Commons?
No	50-64	Night lights monitored & working properly.
No	50-64	Old town redevelopment. More shops, walking environment for family.
Yes	50-64	Pedestrian friendly shopping. Put some charm into old town of Knightdale on Main St (outdoor cafes, etc).
No	50-64	Promote more businesses - movie theater, big box stores, small business.
No	50-64	Recreational activities like bowling or movie theater, YMCA fitness classes.
No	50-64	Reduce water & sewage rates.
No	50-64	Remove cameras at stop lights!
Yes	50-64	Require landlords to keep their houses in good repair.
No	50-64	Safe greenway for biking.
No	50-64	Senior citizens center. More day classes for adults at recreation center or other location.
No	50-64	Sidewalk from Emerald Pointe to Knightdale High School.
Yes	50-64	Sidewalk on Knightdale Blvd in front of BB & T. Why hasn't planning/council required BB & T to install this? Who is asleep on the job?
No	50-64	Sidewalks along roadside to walk.
No	50-64	Sidewalks! At least on the side of Smithfield Rd from KES to Crossroads.
Yes	50-64	Stop crony-ism in parks & recreation, especially in baseball & softball.
No	50-64	Stop speeders in Parkside Commons. Speed limit is 25 & on any given day morning & evening people speed 35-45 mph. This area needs police attention.

No	50-64	Synchronize the traffic lights on 64.
No	50-64	Town beautification & public parks.
No	50-64	Use the recreation center at Forestville more. More senior programs.
Yes	50-64	Walking trails, bike lanes, better community pool, beautiful parks (like Lake Johnson).
No	50-64	We need a movie theater, skating rink, bowling alley. We need something for all age groups. Harper Park does not meet the age of some children. Walmart is the teenagers only hang-out spot. Also kids skateboard in the public streets. This is ridiculous!
No	65+	64 East to Maplewood - the light takes too long. Turn arrow is too slow.
Yes	65+	Better housing appreciation.
No	65+	Better utility rates (water).
No	65+	Bring more businesses like bowling, skating rink, & theaters for young people.
No	65+	Buses that would go through residential neighborhoods & take us to a shopping center.
No	65+	Check on seniors who live alone.
No	65+	Commercial property developed on corner of Hodge Rd & 64 Bypass.
No	65+	Condemn & tear down those awful apartments on Railroad St.
No	65+	Connect walkways to Raleigh greenway system & expand.
No	65+	Cross walks across Knightdale Blvd (Hwy 64).
Yes	65+	Don't charge people garbage bill. I will take my garbage to land fill.
No	65+	Expansion of town recreational/senior center. Add senior programs & swim facility.
No	65+	Gainful part time employment for seniors & veterans.
No	65+	Get a movie theater.
No	65+	I like it just as it is. It's the best place I've ever lived!
No	65+	Keep doing like you are doing.
No	65+	<u>Keep up the good work.</u>
No	65+	Lighten up on requirements for small business startups. Often town is a hindrance. Some kind of help with small businesses (mom & pop stores), not franchised or corporate owned!
No	65+	More arts programs, facilities, galleries, etc.
No	65+	More opportunities for local seniors.
No	65+	More restaurants.
No	65+	More restrictions on drivers in residential areas to slow them down.
No	65+	More walking trails & concerts in the park.
No	65+	Movie theater.
No	65+	Movie theater. YMCA. Senior center.
No	65+	Patrol back streets by police more often.
Yes	65+	Recreation for seniors. More convenient transportation for seniors.
No	65+	Remove cameras at stop lights!
No	65+	Restart community watch.
No	65+	Senior activities, i.e. indoor walking, fitness classes, day trips. Now seniors must drive to Wendell or downtown Raleigh to senior center for these activities or Raleigh parks & recreation.
No	65+	Sidewalk from Knightdale Elementary school along Smithfield Rd to McKnight Dr.
No	65+	Stop wasting money. Trees, bushes not kept up & watered.
No	65+	Synchronize the stop lights.
No	65+	Take control of street litter & litter in general.
No	65+	Would like a family restaurant like K & W or Golden Corral, a Super Walmart. Maybe the chamber of commerce is working on this.
No	65+	YMCA.
No	65+	YMCA.
Yes	Under 30	A Harris Teeter & a YMCA!
No	Under 30	A park with walking trails would be great or a nature park with a community center.



Other Comments or Suggestions:

Children at Home?	Age range	47. Other Comments or Suggestions:
No	Not given	Over the years Knightdale has grown to be a self-sustaining neighborhood. I am impressed with the conscious effort to preserve the small town neighborhood while enforcing standards to maintain safety & illegal activities.
No	Not given	Police set bad example with breaking traffic laws. I've seen them speeding with no lights or sirens, rolling stops, improper use of lanes, not yielding, careless & reckless. Keep tree limbs from growing into traffic lanes in neighborhoods. Town council is doing a good job. Survey is excellent idea! Need good sit-down restaurants (Cracker Barrel) instead of more fast food. Work more with local churches on areas of common interests.
No	Not given	Since newly built homes are in each subdivision there are just too many streets & driveways that are very uneven which the town should repair to make even with residential driveways.
No	Not given	Stop the cars from double parking by Lowes. You can't get in the store.
No	Not given	We love Knightdale!
No	Under 30	Community projects & forums.
No	Under 30	Don't like paying surcharge for Raleigh trash & water service.
No	Under 30	For your information I live in an apartment which is why I was unable to answer some questions.
Yes	Under 30	More family facilities, i.e. gym with childcare.
No	Under 30	Need a slogan for the town. Also need more than 1 fire station.
Yes	Under 30	Neighbors are strange!
Yes	Under 30	People speed up & down Fayetteville St. They also run the stop sign by the school often!
Yes	Under 30	Remove illegal citizens. More patrolling of police officers around known trouble areas & hangouts. Involving preschool age children in town activities.
Yes	Under 30	Thank you.
	Under 30	Vote for the Castle law!
Yes	30-39	A city shooting range or archery range. Stocked fishing pond/lake.
Yes	30-39	An additional supermarket (i.e. Harris Teeter) would be fantastic. Town covenants, such as cars parked in yards not permitted, should be enforced.
Yes	30-39	Better information about recreational activities provided.
Yes	30-39	I appreciate the various programs Knightdale offers to families & it's affordable. Thank you. The parks & recreation office is fantastic, responsive & helpful when I call or email.
Yes	30-39	I don't like the service charges for using Raleigh's water. Had I known about that I may have moved to Raleigh.
Yes	30-39	I really enjoy the area & I feel safe. Plan on being here a long time.
Yes	30-39	I went to the town hall to sign up my child for basketball near closing of office hours. The lady at the first window blurted in an ugly voice "We're closed, we're closed! That door should've been closed!" The lady at the second window nicely accommodated me & the parent behind me.
Yes	30-39	Knightdale is an awesome place to live. I would like to see more high-end builders come into Knightdale.
Yes	30-39	Knightdale parks & recreation does the bare minimum for the children of our town. Because of this our kids & many of our friends kids take their children to the town of Wendell for sports. Their program is excellent & goes above & beyond! Knightdale parks above & beyond! Knightdale parks & recreation needs serious changes!

Yes	30-39	Like to see officers enforcing laws in the school zones rather than constantly lurking for people at stop signs in a decent neighborhood. They should focus more on troubled areas.
Yes	30-39	Make sure that all residents are able to receive information concerning garbage pickup & who picks it up.
Yes	30-39	Mayor focuses more on politics than town administration. Makes promises he has no authority to deliver.
Yes	30-39	Monthly fee for yard waste may stop neighbors from dumping yard waste behind houses to avoid paying for stickers.
Yes	30-39	More entertainment, movies or bowling.
Yes	30-39	Need a specific identity!
Yes	30-39	Need work with businesses that have been here for years & not just promote new business, etc.
Yes	30-39	Offer businesses customer service training through economic development. Make sure our yard waste is picked up. We have stickered bags sometimes sitting for weeks.
No	30-39	People here are so nice & friendly.
Yes	30-39	Police need to take more rounds around Knightdale.
Yes	30-39	Shawn Brown (chief of police) is the best! He cares!
Yes	30-39	The park on Main Street has gradually lost playground equipment & it was never replaced. Very unattractive row of abandoned houses on Hodge Rd at 64 Bypass.
Yes	30-39	We have been very disappointed with the parks & recreation. From swim lessons to T-ball it is very unorganized. Wendell & Zebulon offer so much more & are very organized! I would love to see a change.
Yes	40-49	A YMCA or gym for youth.
No	40-49	Bicycle friendly roads. More sidewalks to Walmart & Target.
Yes	40-49	Bike lanes on all major streets & cross streets.
No	40-49	Do not spend our money on the Neuse River footbridge. There are many other priorities at this time.
No	40-49	Have enjoyed the shopping at Midway Center.
Yes	40-49	Have police come to citizens meetings in community. Have community events in subdivision.
Yes	40-49	I feel blessed to live in the town of Knightdale. Thank you all for the work you do.
No	40-49	I would like to see a movie theater come to Knightdale. That way I don't have to go to Raleigh.
Yes	40-49	I would like to see the Knightdale recreation gym open to the public for open gym. Our youth need a place where they can play ball for free. This will allow our youth to be physically active & it will help them keep away from trouble.
No	40-49	If you keep the sticker program for yard waste have an online purchase capability. Add \$1 for postage & mail them out or have people prearrange pick-up & pay online. That allows the yard waste company to service directly saving fuel & time.
No	40-49	Knightdale has more than its share of affordable housing & our schools & property values are suffering as a result. We need more mid to upper range developments.
Yes	40-49	Knightdale used to be very safe & Planters Walk used to be very safe. We need more police patrols & strict enforcement of gang activity laws.
	40-49	More family-oriented events.
Yes	40-49	Need a gas station by Dicks. No more banks!
No	40-49	No more low income housing!!
Yes	40-49	Notification for dog shots at Harper Park. I think we are getting our own water tower. More information on services ordered in Knightdale. I would like to come to a town hall meeting with our elected officials.
No	40-49	Observed NR1 being rude to me & other people at traffic accident.

No	40-49	Pick up yard debris regularly.
Yes	40-49	Planners need to add social/entertainment places to draw more residents & socials/colleges.
Yes	40-49	Tennis program for youth & adult.
Yes	40-49	The lights on my street do not always stay on. It is very dark at night.
No	40-49	The town council's need to be seen more & if not known to be introduced. Downtown Knightdale needs more structure & facelift. Needs more stores.
No	40-49	Town website needs to be redesigned.
Yes	40-49	We moved here from MA/RI in October 2010 & absolutely love Knightdale!
Yes	40-49	Website is difficult to use. Poor communication from town about events, pickups, etc. Yard waste disposal needs to be readdressed.
No	40-49	Would like to see a Barnes & Noble or Book-a-Million open. Would like to see an indoor swimming pool that includes lap swimming lanes for adults.
Yes	40-49	Would like to see more speed traps to catch speeders in residential neighborhoods in evenings & weekends.
Yes	50-64	A trauma center & a vocational training center.
No	50-64	Allow left turn onto 540 after stop. Length of light too long. Nothing coming in either direction. Too many red lights on Knightdale Blvd. Clean up the gangs!
No	50-64	Also have a 24-hour Walmart center.
No	50-64	As a walker I would love to see more sidewalks. Overall I love living in Knightdale!
No	50-64	Better recycling. The truck may or may not show up. Sometimes it is 5 days after trash day. Newcomers welcome club to introduce Knightdale. More info on volunteer opportunities. Need knowledgeable staff who are customer friendly.
No	50-64	Bus service in Knightdale closer than Rex Hospital. Speed bumps in the area to slow the traffic down.
Yes	50-64	Consider a year round (enclosed) pool for swim meets.
No	50-64	Continue to improve downtown Knightdale. Historic museum? Once the park is finished that will improve. Just a place to come through at least - if not more business. Festivals? Fall, 4th of July.
No	50-64	Could you get people on bicycles to get reflectors to highlight them in the dark? I bought some for some kids. Can you see what Durham does about delinquents? It is cheaper to teach them than to jail them.
Yes	50-64	During the month of May there was no specific day when to leave trash or items to be picked up. Trash stayed in front of my house too long.
No	50-64	Encourage neighborhood socialization with appropriate events. Never change zoning laws to accommodate a super Walmart. Thank you.
No	50-64	Enforce people with pets to clean-up droppings after them & not let them poop in people's yards. Disrespectful.
No	50-64	Garbage trucks drip waste & grease on our street which ruins the appearance of our neighborhood. Cars drive far too fast on Old Faison Rd.
No	50-64	Go back to community water. Raleigh overcharges. Promote self-contained electric company in Knightdale to cover electric bills.
No	50-64	Have at least one period for pickup of tree branches (chipper). Strongly enforce curfew laws.
No	50-64	Having a "anything" garbage pick up more than once a year (quarterly at least). Get a movie theater.
No	50-64	I can't wait for the new rec center that they're building. Being disabled I'll be able to use the pool.
No	50-64	I do not feel as safe as I did in Planters Walk. The solicitors will not leave us alone even though we have signs on our door saying "no solicitation."
No	50-64	I feel the Knightdale community is perfect. Thank you for your service.
No	50-64	I looked at website after filling out this form. It's very informative. I plan on looking at it frequently.
No	50-64	I really, really like living here so far. Great location. Enjoy the southern hospitality.

No	50-64	I would love to see Panera Bread in town!
Yes	50-64	Intersection of Knightdale Blvd & Smithfield Rd needs additional pavement markings in order to avoid potential collision of opposing turning vehicles. Intersection of McKnight Dr & N Smithfield Rd absolutely needs signs along with traffic signals facing M
No	50-64	Keep out gangs & drugs.
No	50-64	Love the Farmer's Market. Monitor HOA's. Neighborhoods starting to look seedy - broken mailboxes, cars parked on lawns, etc. Fix up entry to Knightdale & entry to neighborhoods. Looks shabby.
Yes	50-64	More consistent yard waste pickup. Better announcing of spring cleaning, etc.
No	50-64	More entertainment facilities such as movie theaters, bowling alley.
No	50-64	Movie theater. Get rid of red light cameras!
No	50-64	Need more sidewalks so people will not walk in the streets.
Yes	50-64	New pool, one to hold more people & a better location.
No	50-64	Nicer restaurants. Movie theater.
No	50-64	Pedestrian safety on Knightdale Blvd - light that pedestrian can push to request short interval to cross with all traffic stopped or a pedestrian bridge/overpass. Also biking lanes or paths.
No	50-64	Phone calls to town hall most often go directly to voice mail. Please have staff to answer.
No	50-64	Planning on signing grandkids up in Wendell next year!
No	50-64	Please leave the Harper Park there. Don't take it away. I don't drive so when my grandchildren come we go to the park 2 blocks away.
No	50-64	Prohibit commercial signs on Route 64!
Yes	50-64	Provide more information on the long term plan & development of Knightdale.
No	50-64	Reduce harassment by police officers. Change police staff. Fire planning department & find new staff. Reduce taxes.
Yes	50-64	Sidewalk connecting new development (Duke) with shops at Midway across 540.
No	50-64	Sidewalk from Lockhart to Edinburgh's Keep. It would make the walk safer.
No	50-64	Stop the infighting of fire department. What a redneck organization with good ol' boy politics. Encourage higher quality business - no more Dollar stores.
No	50-64	Tennis courts so that people don't have to wait for long periods of time, especially in the evening.
No	50-64	Thanks for monitoring the community & keep homeowners from being afraid to walk at night in our neighborhood.
No	50-64	The new proposed park soccer fields should be reduced & a basketball & tennis court added. The new park should be for the entire community & should have a lot of recreational activities.
No	50-64	The traffic lights stay on red cycle way to long. They need to be synchronized. The traffic is very bad & the traffic patterns need to be rectified. For example, the right turn lane heading north on Smithfield Rd at the intersection of 64 Business needs to be lengthened so you can turn into the Exxon store.
No	50-64	We have lived in Knightdale less than a year, having moved from New York state.
No	50-64	Would like to have a place for senior citizens to go (a center).
No	50-64	Would like to see more business come to Knightdale besides department stores.
No	50-64	Would not recommend buying a house next to drainage system. Knightdale town does not maintain system the way Raleigh does.
No	65+	Better restaurants; sit-down or family like K & W.
No	65+	Cut through-traffic on Maplewood. It is too much & too fast.
No	65+	Does town hall (public works offices) close on Friday afternoons? No one will ever answer the phone or return a call. So I ask you, why does my yard waste (with stickers) not get picked up on Fridays?
No	65+	Everybody be as one. And more blacks have jobs here.

Yes	65+	Get rid of traffic cameras. Let people go to land fill. Why charge people garbage bill when we want to take our own garbage to land fill?
No	65+	Great place to live. Can still say that after 20+ years. Animal owners need to clean up after their pets.
No	65+	I am thankful for our police department. I know I can depend on them. They are efficient & kind.
No	65+	I enjoy living in Knightdale.
No	65+	I lived in Knightdale from 1950 to 1960 & moved back 5 years ago.
No	65+	I miss the weekly newsletter.
No	65+	I would like some of the trees cut behind my house so I can see better. It is very thick back there.
Yes	65+	Keep building above average priced homes. Maintain certain neighborhoods better, i.e. Laurens Way out of Planters Walk.
No	65+	Knightdale is a great town. Love living here!
No	65+	Local transportation available for doctor visits, etc., for infirm or those who can't afford an automobile. Even a local taxi company would help.
No	65+	More support for high school football team. Dry cleaners, TCBY, Bonefish Restaurant, movie theaters, community theater.
No	65+	Need more pedestrian friendly shopping areas & a downtown area. Need more higher end homes & no more low income apartments.
No	65+	Really work on making downtown a viable destination.
No	65+	Repair/fill holes in Breckenridge Dr.
No	65+	Stop charging administration fees on water & garbage bills each month.
No	65+	The in-town gravel trucks are a nuisance. Sometimes in all 3 lanes at a snail's pace. Just at a stop light I counted 10 trucks in both directions. Who pays for repaving?
No	65+	We left Raleigh because it had grown too big & came to Knightdale & have loved it here.
No	65+	Would like 4th Ave, a dirt road, paved.
Yes	65+	Would like to see more African-Americans employed at the town hall in parks & recreation.



SUMMING UP – AN EXECUTIVE SUMMARY

Although this list is not exhaustive, here are some of the items from your recent survey that we thought were interesting and/or important. Please review the entire report, and read from your many written comments to gain additional insight.

Items of Note:

- There was a good response to this survey, with 373 surveys completed in time to be included in the report. This was more than enough data to accomplish the goals of the study.
- 35% of respondents have lived in Knightdale for less than 5 years, 49% for 5-19 years, and 16% for over 20 years. This is many more “newcomers” than most cities have.
- The main reason chosen that people live in Knightdale is that they like the area.
- Most respondents, though not highly satisfied with the yard waste sticker program, would prefer the current program over having ongoing pickup with a fee.
- The highest rated satisfaction type statements were:
 - S8 The Knightdale Fire Department is quick to respond.
 - S1 Overall, I enjoy living in the Knightdale area.
 - S9 The Knightdale Fire Department responders are professional in their actions.
 - S11 My garbage is picked up on the correct day.
 - S7 The Knightdale Fire Department is well equipped.
- The lowest rated satisfaction type statements were:
 - S40 Overall, the Town keeps its citizens well-informed about public matters.
 - S21 I feel that Knightdale has good recreation programs for its children/youth.
 - S17 Overall, I am satisfied with the recreational opportunities in Knightdale.
 - S22 I feel that Knightdale has good recreation programs for its adults.
 - S15 I am satisfied with the Town’s Yard Waste pickup sticker program.
- We discovered several statements that were rated differently based on the Type of Respondent (See p. 32ff).
- You received a vast number of comments that should help you as you interpret the information in this report.

We hope this information will help you make good decisions. If you have any questions at any time, please let me know. We look forward to working with you in the future.

Tollie Mitchell, Program Director
Insight Research, Inc.



Names Mentioned by Respondents

Not wanting to embarrass anyone, our practice is to substitute the Name Reference for the specific name in the body of the report. We don't substitute titles.

Name Reference	Comment
NR1	Observed Officer Bailey being rude to me & other people at traffic accident.

Please help the Town serve you better. An independent research firm is conducting this survey to assure the results are treated objectively and confidentially. Your name is not required, but your opinions are very important to us.

➤ Please return your completed survey in the enclosed postpaid envelope by **JUNE 2ND**.

Thank you for your help!

Start Here

Please rate how much you disagree or agree with each statement.

Leave BLANK any item that does not apply.

	☹						☺
	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
1. Overall, I enjoy living in the Knightdale area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. In general, Knightdale is an attractive town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Overall, I am satisfied with the services I receive from the Town of Knightdale.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The Town of Knightdale is easy to do business with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. In general, Town's employees are professional in their work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Telephone calls to Town Hall are handled efficiently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fire Dept:

	1	2	3	4	5	6	7
7. The Knightdale Fire Department ... is well equipped.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. ... is quick to respond.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. ... responders are professional in their actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Solid Waste Collection:

	1	2	3	4	5	6	7
10. Overall, I am satisfied with my <u>garbage</u> pickup service (provided by Waste Industries).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. My garbage is picked up on the correct day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. The garbage collection employees leave the collection area clean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I am satisfied with the Town's leaf / yard waste pickup service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Does your family use the Yard Waste pickup sticker program?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure						
15. I am satisfied with the Town's Yard Waste pickup sticker program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Which of these <u>yard waste</u> options do you prefer? (Choose one)	<input type="checkbox"/> Current pickup sticker program <input type="checkbox"/> Ongoing collection <i>with monthly fee</i> <input type="checkbox"/> Other, please list _____						

Parks & Recreation:

	1	2	3	4	5	6	7
17. Overall, I am satisfied with the recreational opportunities in Knightdale.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I am satisfied with the Parks & Rec staff in Knightdale.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Knightdale's parks are kept clean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Knightdale's park facilities are well maintained.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I feel that Knightdale ... has good recreation programs for its children/youth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. ... has good recreation programs for its adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. How do you find out about Knightdale Parks and Rec events?	<input type="checkbox"/> Word of mouth <input type="checkbox"/> Web <input type="checkbox"/> Newsletter <input type="checkbox"/> Other, please list _____						

Continued on Next Page →

	Strongly Disagree	1	2	3	4	5	6	Strongly Agree
Public Safety:								
24. The Police Department ... is effective at providing a safe living environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. ... is quick to respond.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. The police officers ... are well-trained.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. ... are professional in their actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. ... adequately patrol my neighborhood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. ... are doing a good job in the schools.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5	6	7
Other Items:							
30. I feel that the streets in Knightdale are well-maintained.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. After dark, I feel safe walking in my neighborhood.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. My neighborhood has adequate street lighting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. I feel that the Town does a good job enforcing its codes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. I am satisfied with animal control in Knightdale (provided by Wake County).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. I would recommend Knightdale as a good place to live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. In the past 12 months, have you paid any bills at Town Hall?	<input type="checkbox"/> Yes	<input type="checkbox"/> No					
	1	2	3	4	5	6	7
37. If YesOverall, I was satisfied with the service while paying bills at Town Hall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Knightdale's Communication:							
38. Have you visited the Town's web site (www.Knightdalenc.gov)?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not sure				
39. If YesI am satisfied with the Town's web site.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. Overall, the Town keeps its citizens well-informed about public matters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1	2	3	4	5	6	7

41. Which of these items would you like to be on the Town's website? (Check <u>all</u> that apply)	
<input type="checkbox"/> Event calendar	<input type="checkbox"/> Department photo slide show (showing what each department does)
<input type="checkbox"/> Detailed staff directory	<input type="checkbox"/> News center (with automatic updates to Town's Facebook page)
<input type="checkbox"/> FAQ page (frequently asked questions)	<input type="checkbox"/> Document center (County forms & documents categorized by department)
<input type="checkbox"/> Residential request form	
<input type="checkbox"/> Public Safety Department – Report an incident	
<input type="checkbox"/> Special menus for Residents, Businesses, and Visitors	

About You (Your name is not needed):	
42. Do you have children under age 18 living in your home? <input type="checkbox"/> Yes <input type="checkbox"/> No	
43. How long have you lived in the Knightdale area? <input type="checkbox"/> Less than 5 yrs. <input type="checkbox"/> 5-19 yrs. <input type="checkbox"/> 20 yrs or more	
44. Why do you choose to live in Knightdale? (Check <u>all</u> that apply)	<input type="checkbox"/> Near work <input type="checkbox"/> Affordable housing <input type="checkbox"/> Like the area <input type="checkbox"/> Friends/family here <input type="checkbox"/> Other, please list _____
45. Your age range:	<input type="checkbox"/> Under 30 <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49 <input type="checkbox"/> 50-64 <input type="checkbox"/> 65+

46. What <u>one thing</u> would you like to see done to make Knightdale a better place to live?
➤ _____
47. Other Comments or Suggestions:
➤ _____
➤ _____

Thank you once again for your participation!

Appendix B

Measurements and Statistical Analyses

The following section provides a general description of each of the measurements and statistical analyses applied to the responses received to this survey. Much more detailed descriptions of the measures and analyses are available in a variety of statistics books available to the public through local libraries or bookstores.

Average (Mean):

The average is a single measure used to represent a group of numbers or scores. It can be thought of as a point of balance where the sum of all of the numbers falling above it is the same as the sum of all of the numbers falling below it. Mathematically, the average is expressed as the sum of all of the scores divided by the total number of scores.

It is important to note that the average is sensitive to extreme scores. That is, if most of the scores being averaged fall very close to one another with the exception of one score which is far higher or lower than the rest, that one score can have considerable influence on the average. In some cases the influence of the extreme score is so great that the resulting average could be a misleading representation of the total group of numbers.

Median:

The median is another single measure that can be used to represent a group of numbers or scores. It can be thought of as the middlemost score in a series of rank ordered scores. That is, the median can be calculated by rank ordering all of the scores of interest from lowest to highest, and finding the score that is exactly half-way down the rank-ordered list (or the 50th percentile). Thus, for example, the median of the series of scores (2, 3, 6, 8, 9) is '6'.

In contrast with the average, the median is NOT sensitive to extreme scores. By simply being the middlemost score in a rank ordered list of scores, the median is not influenced by extremely high or low scores. It can therefore be a useful measure, which may present a more accurate representation of the total group of numbers under certain conditions.

Consider the following example. Suppose you wanted to find a number that would best represent the value of houses in a particular community. Further suppose that there are 5 houses in the community appraised at the following values:

Home 1	\$85,000
Home 2	\$90,000
Home 3	\$110,000
Home 4	\$115,000
Home 5	\$340,000

As can be seen from the table, 4 out of the 5 houses fall between \$85,000 and \$115,000. Thus, you might expect that a single number used to represent the 'general' value of homes in that community would fall somewhere in that range. Indeed, the Median score for the values listed is \$110,000 as expected. In short, the Median is not impacted by the fact that 1 of the 5 houses has a much higher value than any of the others. By contrast, the AVERAGE value of the homes in this community would be calculated as \$148,000 since the one extreme score impacts it.

The differences between the average and the median as seen in this example generally diminishes as the number of scores being evaluated increases.

Standard Deviation:

The standard deviation reflects the amount of variability that exists in a set of scores around the average. In short, if most of the scores in a group of scores are close to one another, there is little variability in the scores around the average so the standard deviation is small. By contrast, if the scores vary wildly from one extreme to the other, then the standard deviation is large. By understanding the standard deviation, you can get a sense of how 'tight' or 'spread out' the scores in a group are around the average.

For example, consider these two distributions of numbers:

11	Average = 14
12	
14	
16	
17	
Std. Dev. = 2.3	

2	Average = 14
8	
14	
20	
26	
Std. Dev. = 8.5	

Notice that the average in both cases is the same. However, the numbers are clustered much more tightly around the average for the first group of scores (i.e. have a smaller standard deviation) than the scores in the second group which are much more spread out (i.e. have a much larger standard deviation).

T-Tests:

The T-test is a useful statistical test which compares the responses from two groups (which are treated differently in one way or another) to see if the scores generated by the 2 groups are essentially the same, or whether they are significantly different from one another. If the test shows the responses from the two groups are significantly different, then you can conclude that the different treatments the 2 groups received had an impact on their responses. If however, there is no significant difference found, then you conclude the different treatments had no effect on the groups' scores.

As an example; if a class of students was broken into 2 groups, and one group learned math using Book 'A' while the other group learned math using Book 'B', a T-test could be calculated to determine if Book 'A' or Book 'B' did a better job of helping the students learn math. A significant difference between the two would indicate that the book yielding the highest student scores on a math test served as the better text for students to learn from. A finding of no significant difference would indicate both books are equally effective in teaching math.

ANOVA - (Analysis of Variance):

Similar to the simpler T-Test, the ANOVA enables you to compare more than 2 groups against each other to see if a treatment had any significant effect on the responses. Extending the example given under T-Tests, the ANOVA could be used to compare the impact of 3 or more different books on students learning math. If no significant difference is found, then you conclude that none of the 3 books is any better or worse at helping teach math to students. If a significant difference is found, then additional analyses (called Post Hoc analyses) need to be conducted to determine the source of the difference. Thus for example if Book 'A', Book 'B' and Book 'C' are being tested, and a significant difference is found, then it is important to determine if scores on a math test for students using Book 'A' are better than, worse than, or the same as Books (B&C). Similarly, we would want to test to see if differences existed between Books 'B' & 'C' as well.

MANOVA - (Multivariate Analysis of Variance):

The Multivariate Analysis of Variance (MANOVA) is a simple extension of the ANOVA with the primary difference being that of having more than one Dependent measure (or measure of performance) to be evaluated. Continuing with the example provided in the ANOVA description, a MANOVA would be computed if the 3 or more different math books were evaluated in terms of their impact on more than one measure of a student's learning such as 1) their scores on an in-class math test, and 2) their scores on the math portion of an achievement test or SAT test. Thus, for example, it is possible that books A, B, and C are found to have a significant impact on in-class math test scores, but have no significant impact on achievement or SAT scores. If a significant difference is found for any of the Dependent Measures taken, then further analysis must be conducted to determine where the significant differences exist. Specifically, in this example, it would be important to determine which book or books are better or worse at helping teach math to students as reflected by in-class math test scores. By contrast, no additional computations are required regarding the books' impact on achievement or SAT scores since no significant effects were found.

Correlation:

The correlation is a measure of how closely related 2 or more items are. A "positive" correlation indicates that 2 or more items are closely related (e.g., height and weight are positively correlated since in general, the taller someone gets, the more they weigh). A "negative" correlation exists when two or more items are related in opposite directions (e.g., number of children in a family, and amount of money available to save each month might be negatively correlated. That is, the more children you have in the family, the more expenses you have to pay each month, which reduces the amount of money left to put in savings.) A finding of no correlation means there is no relationship between the two items. For example, no correlation exists between shoe size and eye color. That is, neither item depends on or is in any way related to the other item.

Correlation measures can be extremely useful in survey analysis. Specifically, correlation analyses help identify those items which are related to one another. Thus, knowing how a person responds to one item can help predict how they will respond to another correlated item.

Multiple Regression Analysis:

Where-as the Correlation is a measure of how closely related 2 or more items are, Multiple Regression Analysis techniques use correlations to analyze the relationships between **many** 'predictor' variables and a Dependent measure. Thus, for example, a car salesman may want to determine which attributes of a car (color, style, name, size, etc.) are most highly related to (or serve as the best predictor of) the price the purchaser is willing to pay for a car. In this case, color, style, name, and size are considered to be potential predictors, while the price paid is the dependent measure of interest. A multiple regression analysis might reveal that style and name are the best predictors of price, while the predictive value of color and size is negligible.

Similarly, multiple regression analysis can be extremely useful in survey analysis where the investigators are most interested in determining which items being rated are the best predictors of an item of interest such as "overall satisfaction", or "willingness to be a repeat customer", etc.